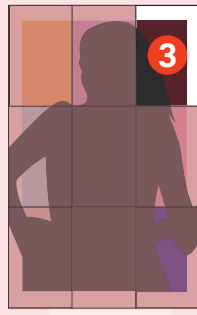


In this third instalment of The Straits Times' nine-part daily Taylor Swift infographic series, correspondent **Yamini Chinnuswamy** and executive artist **Billy Ker** explore the 34-year-old American pop star's fourth album. This is ahead of The Eras Tour in Singapore from March 2 to 9, named for the different musical "eras" of her career

# RED (2012)



## ASSEMBLE YOUR OWN POSTER

This is the third of a nine-part infographic that will be published daily until Feb 25. Combine all nine pages to create your own mosaic poster of Taylor Swift. Or stand a chance to win a limited-edition collectible poster. Find out more: [str.sg/TSwift](http://str.sg/TSwift)

## SINGING THE RAINBOW

Swift's songs have been known to be descriptive. Here are all the colours mentioned in each of her albums

### Colours Collated

63

- Red**
- Red – 30
  - Maroon – 9
  - Scarlet – 9
  - Blood Moon – 4
  - Crimson – 4
  - Burgundy – 3
  - Rose Blush – 2
  - Cherry – 1
  - Wine – 1

34

- Blue**
- Blue – 29
  - Clear Blue – 1
  - Deep Blue – 1
  - Ocean Blue – 1
  - Ocean Wave Blue – 1
  - Sapphire – 1

21

- Gold**
- Gold – 21

17

- White**
- White – 17

14

- Green**
- Green – 11
  - Teal – 1
  - Key Lime – 1
  - Aurora Borealis Green – 1

13

- Purple**
- Lavender – 9
  - Indigo – 2
  - Violet – 1
  - Ultraviolet – 1

11

- Grey**
- Grey – 7
  - Dark Grey – 4

10

- Black**
- Black – 10

- Pink**
- Pink – 1

- Orange (Amber)**
- Orange (Amber) – 1

- Brown**
- Brown – 1

- Purple-pink**
- Purple-pink – 1

### Colours by album

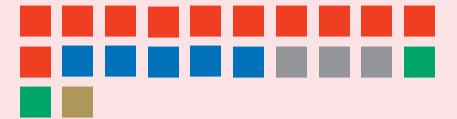
#### Fearless (2008)



#### Speak Now (2010)



#### Red (2012)



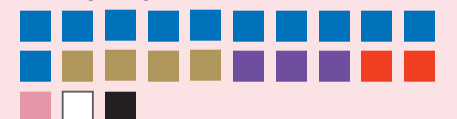
#### 1989 (2014)



#### Reputation (2017)



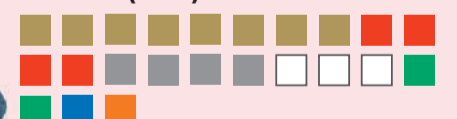
#### Lover (2019)



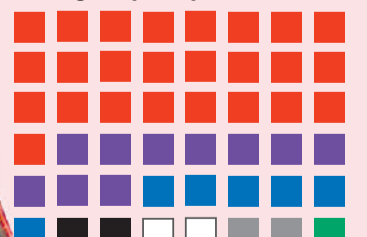
#### Folklore (2020)



#### Evermore (2020)



#### Midnights (2022)



### AT A GLANCE

- 4<sup>th</sup> album, released in October 2012
- 5.2 million copies sold worldwide in 2012
- 2<sup>nd</sup> best-selling album of 2012, behind Adele's 21
- 3 nominations at the 2014 Grammy Awards, for Album of the Year and Best Country Album
- #1 Lead single We Are Never Ever Getting Back Together was Swift's first Billboard Hot 100 chart-topper

## TAYLOR'S DIARY

### LINER NOTES

- With Red, Swift officially grows up – she is 22, on the verge of 23, at the time of its release.
- Everything about Red is more adult, starting with the artistic photography of the original album cover.

The album is about the highs and lows of her autumn 2010 romance with American actor Jake Gyllenhaal. "I look back on this as my true break-up album. Every other album has flickers of different things," Swift says on a podcast in 2020.

Sonically, Red also moves her firmly into pop music territory, as seen with lead single We Are Never Ever Getting Back Together. Red also provides another classic pop anthem of the 2010s: I Knew You Were Trouble. Both tracks are produced by Max Martin and Shellback – legendary pop music producers who have worked with many singers, from Britney Spears to Celine Dion.

Tracks such as All Too Well show Swift processing the loss of innocence and pain that come from one's first real heartbreak. The song is now a cult classic – so much so that Swift released a 10-minute version in her Red (Taylor's Version) re-recording in 2021.

### January 2012 to November 2013

Swift mentions American model Karlie Kloss during an interview with Vogue, saying: "I love Karlie Kloss. I want to bake cookies with her."

In January 2012, Kloss invites Swift to hang out and bake the aforementioned cookies. The two meet for the first time at the Victoria's Secret Fashion Show (below) in November 2013 and become fast friends.



### March to April 2012

During the Kids' Choice Awards ceremony in Los Angeles, Swift meets One Direction, then a fledgling British boy band. Rumours soon spread that she has a crush on member Harry Styles, then 18.

The feeling seems to be mutual, with Styles inadvertently admitting during an interview to "texting" with Swift.

The public flirtations end when the English singer is photographed in New Zealand kissing a model.



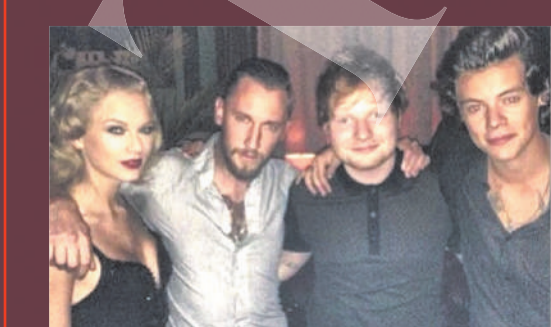
Taylor Swift returned to Singapore for the second time, playing two nights at the Singapore Indoor Stadium in June 2014 as part of the Red Tour.

### November 2012 to February 2013

"Haylor" is officially back on by November, as Swift and Styles are both photographed wearing identical paper aeroplane necklaces within days of each other.

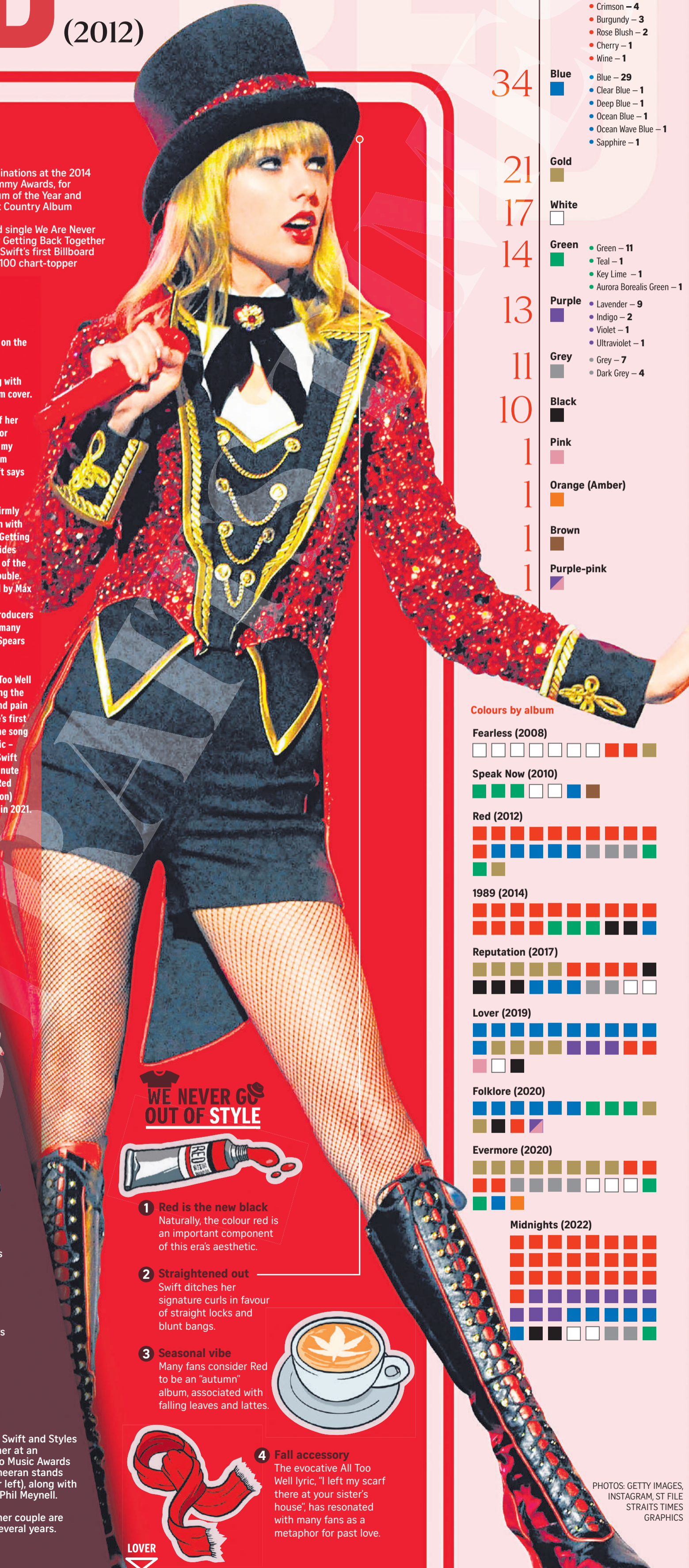
In December, they are photographed in New York City's Central Park together. More outings follow in the United States and Styles' native England, including a karaoke session with British singer Ed Sheeran and Styles' bandmates.

### August 2013



Fans are shocked when Swift and Styles pose for a photo together at an after-party for the MTV Video Music Awards in New York. Mutual friend Sheeran stands between them (third from far left), along with British hospitality executive Phil Meynell.

That is the last time the former couple are seen in public together for several years.



## WE NEVER GO OUT OF STYLE



**1 Red is the new black**  
Naturally, the colour red is an important component of this era's aesthetic.

**2 Straightened out**  
Swift ditches her signature curls in favour of straight locks and blunt bangs.

**3 Seasonal vibe**  
Many fans consider Red to be an "autumn" album, associated with falling leaves and lattes.



## LOVER

**4 Fall accessory**  
The evocative All Too Well lyric, "I left my scarf there at your sister's house", has resonated with many fans as a metaphor for past love.