

In this fourth 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 fifth album. This is ahead of The Eras Tour in Singapore from March 2 to 9, named for the different musical "eras" of her career

1989

(2014)

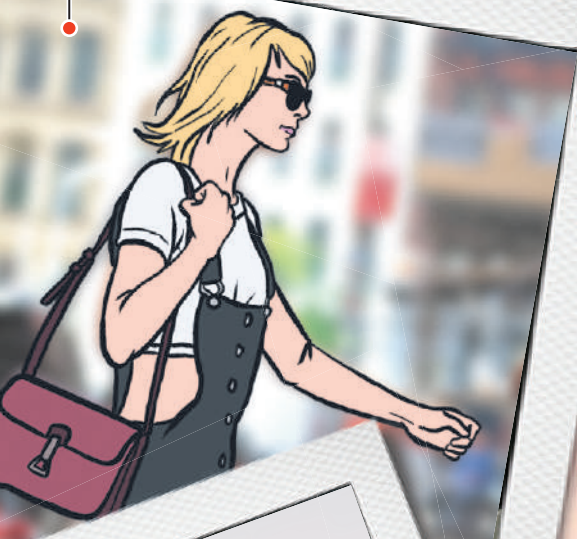
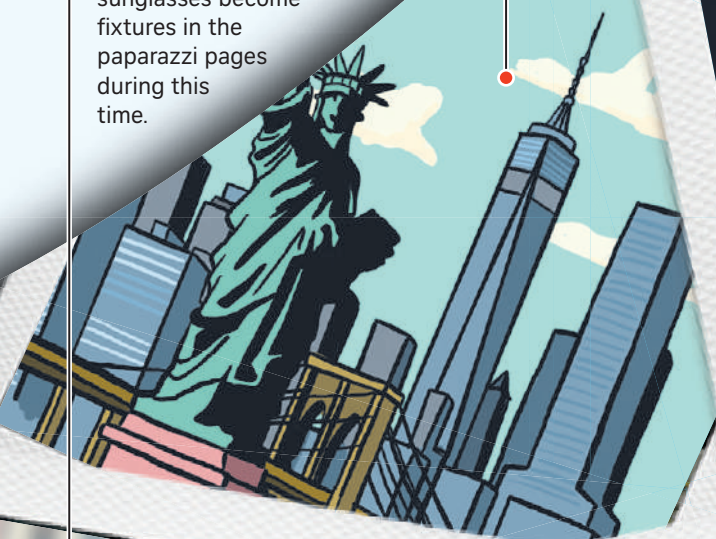
WE NEVER GO OUT OF STYLE

1 Big Apple look

Swift makes significant life changes in the 1989 era, including chopping off her locks in favour of a short bob and moving from Nashville to New York City.

2 Not camera-shy

Her short hair and sunglasses become fixtures in the paparazzi pages during this time.

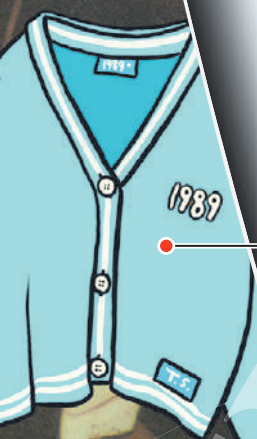


3 Retro filter

The original album art emulates the blurry look of a Polaroid photo.

4 Blue's clue

The Taylor's Version re-recording reinvents the 1989 aesthetic to incorporate seagulls, beaches and the colour blue.



November 2015:
Took the 1989 World Tour to Singapore

AT A GLANCE



1989

5th album, released in October 2014

10 million copies sold by 2017

2

Grammy Awards won, including Album of the Year

1st

female solo artiste to win the Album of the Year Grammy twice

2nd

best-selling album of 2014, after the soundtrack for animated blockbuster Frozen

LINER NOTES

- With 1989, Swift officially claims the status of "pop star".
- The album contains some of her most popular tunes, such as Shake It Off and Blank Space. These are her top songs on YouTube, with 3.3 billion views each.
- 1989 also includes her most famous song about an ex: Style, named after British singer Harry Styles. The pair dated briefly in 2012.
- Swift's producing partners on 1989 are a who's who of the pop world: Max Martin (Backstreet Boys, Britney Spears), Ryan Tedder of OneRepublic (Beyonce, Leona Lewis) and Jack Antonoff (Lorde, Lana Del Rey).
- The accompanying concert tour, The 1989 World Tour, is the highest-grossing of 2015. It frequently makes headlines, thanks to the stars who show up as each night's special guest, such as Mick Jagger of The Rolling Stones and Avril Lavigne.
- A Taylor's Version re-recording of 1989 is released in October 2023.

February 2016

✂ American rapper Kanye West (below left, with his then wife Kim Kardashian) releases his song Famous. Its lyrics include: "I feel like me and Taylor (Swift) might still have sex. Why? (Because) I made that b**** famous." Swift's friends quickly condemn the track on social media.

West claims to have had permission from Swift, but the pop star's publicist denies this.

The feud with West clouds Swift's crowning achievement of 2016: winning her second Album of the Year Grammy.



May 2016

♥ A video of Swift dancing at the Met Gala with British actor and Marvel movie star Tom Hiddleston, then 35, goes viral on social media.

Also in attendance at the fashion soiree is future Swift "lover" and British actor Joe Alwyn.

June to July 2016



♥ By June, Swift and Harris call it quits.

Two weeks later, Swift and Hiddleston are seen kissing and holding hands near her Rhode Island home.

So begins the whirlwind HiddleSwift romance that takes them to Italy, England and Australia over the ensuing summer. He is also in attendance at her Independence Day soiree at her Rhode Island home on July 4. Hiddleston is seen wearing an "I Heart T.S." singlet (left) while frolicking with Swift on the beach.

July 2016

✂ In mid-July, American reality TV star Kim Kardashian – then married to West – posts a tweet that breaks the Internet. "Wait, it's legit National Snake Day? They have holidays for everybody, I mean everything these days," she writes, adding snake emojis.

West for giving her a "heads-up", presumably about his song Famous name-dropping her.

The #KimExposedTaylorParty quickly trends on Twitter, now known as X.

Swift furiously disavows Kardashian's version of events. "I would very much like to be excluded from this narrative," she says in her counter post.

Concurrently, on Snapchat, she shares a video of West's phone call with Swift. The footage seems to show Swift thanking

September 2016

After two years of a glitzy world tour, pap walks and #girlsqad sightings, Swift makes a sudden disappearance from the public eye.

The HiddleSwift fling comes to an equally sudden end. Unbeknown to the world, Swift begins a new romance with Alwyn, then 25.

TAYLOR'S DIARY

September to October 2014

✂ Swift's connection with her growing fan base reaches new heights with 1989. She hand-picks her most loyal fans to attend her 1989 Secret Sessions.

These top-secret listening parties take place at her various homes in the United States and London, Britain. Swift bakes cookies for these parties and takes Polaroid photos with each attendee.

November 2014

✂ Swift pulls almost all of her music from streaming service Spotify. All that is left is Safe & Sound, her contribution to The Hunger Games (2012) movie soundtrack. "Streaming... has been shrinking the numbers of paid album sales," she notes in an interview with Time magazine.

In November, she attends a concert by British pop-rock band The 1975 in Los Angeles. It is reportedly when she first meets her future fling Matty Healy, then 25, the band's frontman.

February 2015

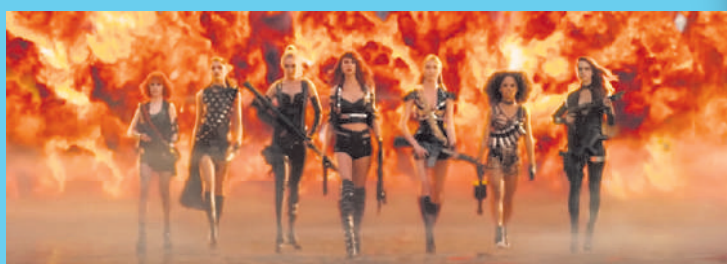
✂ Swift appears on the cover of Vogue with her bestie, American model Karlie Kloss (right).



Also in February, Swift meets Scottish DJ Calvin Harris, then 31, at the Elle Style Awards.

April to May 2015

♥ In April, Swift and Harris become "Instagram official".

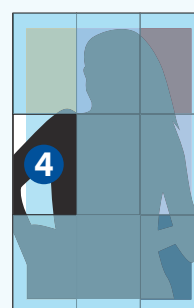


🎬 In May, she drops the Bad Blood music video (above), featuring most of her #girlsqad, including actress-director Lena Dunham, singer-actress Selena Gomez, and models Kloss and Gigi Hadid.

2015 to 2016

✂ Over this period, Swift becomes known as much for her music as for her clique of famous female friends. They often show up during her frequent "pap walks" in New York City – short, casual strolls around town while decked out in stylish outfits.

They are also fixtures at her 1989 World Tour concerts, though they do not make an appearance during her two Singapore Indoor Stadium gigs in November 2015, which marked her third time performing here.



ASSEMBLE YOUR OWN POSTER

This is the fourth 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**