

Rhiana Chickering

Merchandise Plan (For Course Purposes Only)

Artist: Taylor Swift

Sources of Merchandising:

Bravado International Group Merchandising Services, Inc. will be the primary source of merchandising and will set up and execute the following activities:

- The manufacturing of the apparel and posters using the designs depicted in the product line section.
- One pop-up shop per touring destination six months prior to the tour date to help promote the tour.
- The manufacturing and set-up of the vinyl window stickers for the pop-up shops.
- Two merch trucks outside of each venue three hours prior to doors and one hour after the show.
- Five merch booths inside the each venue from doors and one hour after the show.

We will also work with Wilmington Fibre, which manufactures custom guitar picks; Luxottica, which specializes in manufacturing eyewear; and Leed's, which will manufacture the insulated coffee travel mug.

UMG Commercial Services will continue to manufacture the deluxe editions of *Lover*, which include Swift's journal entries, the CD, and empty journal pages for fans to write about their own lives. It will also manufacture the vinyl records and the regular-edition CDs. All of this merch will be sold online only (for tour merch, see the merch line section at the end of this plan).



Miss Americana
Documentary Poster



Lover Deluxe Edition



Lover Vinyl

Profit Split:

- **80% Taylor Nation, LLC.** (*Swift's Profit*)
- **10% Universal Music Group** (*As part of the record deal in exchange for Swift owning her album*).
- **5% Sony ATV Publishing** (*In exchange for using Swift's copyrighted lyrics on her merch*).
- **5% Messina Touring Group** (*As part of the touring contract in exchange for selling merch during the tour and at the venues*).

Copyright Licensing/Permission will be Obtained for the Following Material:

- Photographs taken by Dave Hogan, Valheria Rocha, Kevin C. Winter, Kevin Mazur, and stills from *Miss Americana* by cinematographer Emily Topper.
- Lyrics, owned by Taylor Swift, but copyrighted through Sony ATV Publishing

Image/Likeness

- The merchandise will reflect a sophisticated image to reflect a more mature Swift, also placing a particular emphasis on her lyrics – her most impressive, career-defining, and vital skill.
- The merch line will also showcase and help promote Swift's most recent album *Lover*, her documentary *Miss Americana*, and her upcoming festival-style tour, including *Lover Fest West* and *Lover Fest East*, her self-made "festivals" to take place at Gillette Stadium in Foxborough, MA and SoFi Stadium in Inglewood, CA in the U.S.
- Because her tour will be festival-oriented, we will create a merch line that will emulate festival styles, including crop tops, sunglasses, and bum bags.

See Tour Product Line on Page 2.

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Product Line:

MERCH DESIGNED BY RHIANA CHICKERING



Polarized Sunglasses with the Lover logo in the left corner. \$60.00



Insulated tumblers for coffee or water. \$24.00



Tour jean jacket with fringe on the sleeves and the back of the jacket. The album name appears on the right front pocket and on the back above the fringe, while Swift's name appears on the left front pocket. \$75



T-Shirt, including the lyrics of "Lover," the title song to Swift's album (a portion of the song on the front and the full song and Swift's screen-printed autograph on the back). More t-shirts with the lyrics of "Cruel Summer" and "Death by a Thousand Cuts" will also be created in a similar style but in different colors, such as pastel yellow or pastel purple to match the album's theme. \$45



Tour belt bag (left) and back pack (right) — both items come in different colors: white, black, and pastel blue, yellow, and pink. \$60 each



Tour crop top, which will feature the name, location, and date(s) of each festival on the back (unique depending on tour stop). \$45



Guitar Pick Pack featuring photos of Swift. \$20