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## Inside the Booming Market for Taylor Swift Eras Tour Confetti

"It's kind of nuts how much money people are paying for, like, 10 tiny pieces of paper," one Swift fan told *The Messenger*, reflecting on the Eras Tour's unlikeliest bits of DIY memorabilia

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**A**t the end of each three-hour-plus set on her ongoing Eras Tour, Taylor Swift celebrates her grand finale with confetti and fireworks, bursting from the stage as "Karma" sparkles and fades into its outro. Kaila Shelley scored floor seats for her second Eras concert in Nashville, and unlike her prior Tampa show in the nosebleeds, this time, she could actually feel the rainbow paper raining down on her. The 28-year-old, Florida-based stay-at-home mom instinctively grabbed a couple handfuls and stuck them in her boot. "I didn't even think about selling it," Shelley told *The Messenger*, "until my friend sent me a screenshot of someone selling confetti for \$30."

**Confetti from Taylor Swift's Eras Tour is being sold all across the internet.** Scott Legato/TAS23/Getty Images

She listed sets of confetti for \$15 a pop (her price has since increased to \$16) on Facebook Marketplace. That price point, Shelley determined, would be affordable for fans, and the side hustle could help pay off the cost of her tickets. Within the first week, she made \$320. Shelley is one of many fans participating in the Eras Tour confetti market. The search "Taylor Swift confetti" currently yields more than 100 results on eBay, and pages of listings on Facebook Marketplace, with price tags ranging from \$10 to \$200.

Some fans are selling rain ponchos worn at the tour's second night in Foxborough, Massachusetts. Others are trying their luck with the light-up wristbands handed out to attendees before each show. There are even fans selling their used Eras tour outfits. People have shared tongue-in-cheek listings for the contact lenses they used to see the show and bottled rainwater that fell during a recent Swift concert (the contact-seller removed the listing and clarified "It was a joke," while the rainwater listing disappeared without comment). But no Eras product category is more pervasive than confetti.

Confetti is like an extension of Swift's sought-after, limited-release merch. There's an element of scarcity and exclusivity. "Everybody wants everything, but it's impossible," Shelley said. "She makes everything special, and she'll only put out a certain amount or only certain people can get it. Only floor seats and maybe some of the 100 sections can even get confetti."

Swift incorporates confetti into every tour, most recently using newspaper-print confetti for *Reputation* and little paper airplanes for *1989*. The Eras Tour confetti pieces are uniform in shape and size, the traditional tissue-paper rectangles you might find at a Party City, but there are 10 different colors to represent each of Swift's studio albums. According to Shelley, Swifties have traded confetti in the past, but it's become a more popular (and expensive) collector's item with the growth of her fandom and intense following on social media.

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"Everybody's a fan right now, so it's so easy to sell stuff like this," Shelley said. In addition to the confetti, she's been selling hand-crafted Eras Tour jackets and jewelry.

Jen, a 27-year-old consultant in New York City who preferred not to disclose her last name, started selling confetti with a similar purpose, to recoup the money she spent buying her Eras ticket, but it evolved into a thousand-dollar business.

"There's way more demand than I realized," she told *The Messenger*. Jen started seeing posts in Swiftie Facebook groups from fans looking to buy confetti. "I was like, OK, I could make 100 bucks selling confetti off the floor," she continued.

"When the concert ended ... I was there for like 15 minutes just scooping confetti into my merch bag."

Her starting fee, offered to Swiftie Facebook Group members, was \$10 dollars per set. Then, she listed the confetti across other platforms like Etsy and eBay. "I kept increasing the prices and they just kept selling out," Jen said. She now sells 10 pieces of confetti for \$30, and people are still buying them. "It's kind of nuts how much money people are paying for, like, 10 tiny pieces of paper. I've made this Google spreadsheet because it was getting so overwhelming to keep track of."

Seeing the success of her confetti sales, Jen expanded her offerings. She bought two official Eras Tour blue crewnecks for \$65 each and sold them for around \$200

apiece. "Taylor Swift has created an insane business model. People are getting mad that I'm selling confetti at like \$30. But what's crazy is that A) people are buying it, and B) you're in denial thinking Taylor Swift is not a capitalist," Jen said with a laugh.

"She released *Midnights* vinyls in six different colors and people bought all six to have the full collection," she continued. "She's created this environment where everyone wants to buy all her stuff. It's not just that people love her as a musician; she's also created a capitalist empire that's easy for people to jump on."

Meredith, a 22-year-old Houston-based Swiftie who also chose not to give her last name, had collected confetti from Eras to create collages and bracelets. When she realized she had piles of leftover material, she decided to sell it for \$10 per set, hoping to undercut the market. She was pleasantly surprised by the immediate demand.

"The confetti is a fun memory of one of the best nights of my life. I'm sure a lot of other fans want something to remember the show by, but didn't have the privilege of being on the floor," Meredith told *The Messenger*. "I do, to an extent, feel like I'm selling a piece of history."

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TAYLOR SWIFT

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