



MUSIC

# Taylor Swift parties like it's '1989'

By Gary Graff  
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On her latest album, "1989," Taylor Swift wanted the world to hear her as it never had before.

She feels the same way about this year's just-started 1989 World Tour.

"1989," the mega-selling singer and songwriter's fifth studio album, was Swift's move to the pop world after establishing herself as a country act — who still managed to cross over to the pop side of the fence. It worked like a charm: "1989" debuted at No. 1 on the Billboard 200 with first-week sales of nearly 1.3 million copies after its Oct. 27 release, and it's gone on to sell 7.5 million copies worldwide so far and score two No. 1 singles ("Shake It Off," "Blank Space") and the Top 10 "Style," with "Bad Blood" just released.

She also took home eight trophies at this month's Billboard Music Awards, was short-listed for Time magazine's person of the year and ranked No. 1 on Maxim magazine's Hot 100 list for 2015.

In touring to promote the album and its new sound, Swift, 25 — who kicked things off May 5 in Tokyo — says she "wanted to branch out and explore different ways of putting on a show — different technology, different visuals and lighting and screens and a different kind of cast than we've had before.

"There's no use comparing it to the Red Tour (in 2013-14) 'cause it's nothing like the Red Tour. Everything I wanted to do on this tour is opposite of what we did last time around, and that's what makes the 1989 World Tour so exciting."

That Swift was able to make a successful move into the pop realm is hardly a surprise. Three of her four previous albums debuted at No. 1, with her 2006 debut reaching No. 5, and all are multiplatinum. She's been scoring Top 20 pop hits since "Teardrops on My Guitar" in 2007, and the "Red" album's "We Are Never Ever Getting Back Together" in 2012 gave Swift her first No. 1 on the Billboard Hot 100. She contributed tracks to the initial soundtrack for "The Hunger Games" series and also connected with broader audiences via her collaborations with Ed Sheeran, John Mayer, B.o.B., the Civil Wars, Snow Patrol's Gary Lightbody, Boys Like Girls and others.

She was no stranger to the pop world, in other words.

Scott Borchetta, head of Swift's label, Big Machine Records, says Swift "really relates."

"She's really that girl next door. She's able to take in ev-

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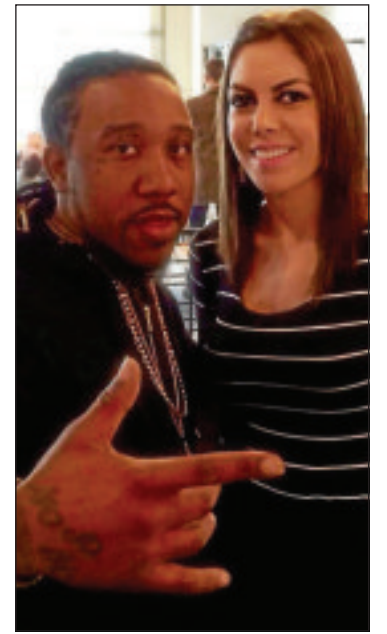
— Taylor Swift

Taylor Swift performs in Tokyo on May 5.  
 JUN SATO—GETTY IMAGES

IF YOU GO

- Taylor Swift, Vance Joy and Shawn Mendes
- 7:30 p.m. Saturday, May 30.
- Ford Field, 2000 Brush St., Detroit.
- The concert is sold out but some previously held tickets may be available up until showtime.
- Call 313-262-2000 or visit www.FordField.com.

DESIGN



COURTESY OLIVIA RITA ORAM

Olivia Rita Oram of Bloomfield Hills announced her clothing line at rapper Frenchie's CD release party in New York when Oram was 24.

## Bloomfield Hills resident Olivia Rita Oram is sewing her own future

By Malissa Martin  
 Special to Digital First Media

At the age of 20, Olivia Rita Oram designed tennis star Venus Williams' outfit for the 2010 US Open.

At 24, she released her clothing line, Olivancio, at rapper Frenchie's single release party in New York.

The Bloomfield Hills resident and Lahser High School graduate says this has been her dream since she was a kid. Before she was tearing apart clothes and sewing them back together.

**+** Online: Watch video at THEOAKLANDPRESS.COM.

Sketching came naturally for Oram, who taught herself how to draw and sew at a young age. She began sewing her own designs at 18 when her parents gave her a sewing machine for Christmas.

"I designed the first piece for myself, which was a dress I wore on Easter," says Oram, who also designed her sisters' Easter dresses. "All the dresses had their own little style and flair, but they coordinated."

She keeps a pad and pencil with her so she can design when feeling inspired, no matter her location. "A lot of my friends actually get me that for my birthday. It's something I always use and I love it."

Listening to country music helps her relax when she's drawing a design.

In 2010, Oram got her big break when she won the Tide Plus Febreze Sport design contest. More than 34,000 designers applied during the 10-week contest to design Venus Williams' US Open outfit. Oram entered the contest on its third week after a follower on her Olivia's Designs YouTube page suggested it.

Oram quickly became a "people's choice" favorite, which secured her place as one of 60 finalists. Williams studied the top finalists and selected Oram's.

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## IT'S ABOUT ARTS

Art enriches our lives, helps us see things in new ways and brings a shared experience that unites us and goes beyond the ordinary every day routine. Our Sunday Arts section highlights creative people in and around our community — musicians, dancer, visual artists, writers, actors and more — to help us understand what they do and why they do it.



Look for it every Sunday. Let me know what you think.  
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— Nicole Robertson, features editor

