

Taylor Swift Wears Bob Mackie Showgirl Costume from Jubilee! Show

Published on 30 Aug 2025 | By IFI Correspondent



Taylor Swift is ushering in a dazzling new era—and the visual centerpiece says it all. For the promotional imagery of her twelfth studio album, *The Life of a Showgirl*, she stepped into a vintage **showgirl costume designed by the legendary Bob Mackie**, originally made for the “Jewel Finale” of Las Vegas’ iconic revue *Jubilee!*.

Styled by long-time collaborator Joseph Cassell Falconer, the ensemble merges old-school Las Vegas glamour with ultra-modern pop drama. The outfit’s components—a bejeweled bra, blush-backed French wirework undergarments, feathered armbands, and rhinestone-embellished detailing along the under-bust and waist—are staples of Mackie’s legendary craftsmanship. Mackie and co-designer Pete Menefee originally crafted this piece for *Jubilee!*, the longest-running showgirl spectacular in Vegas history (1981–2016), produced by Donn Arden and inspired by the flamboyant Ziegfeld Follies.

Las Vegas stylist Jose Rodrigo—who once dressed showgirls in *Jubilee!* and later revived those designs for icons like Dita Von Teese—praised Swift’s team for preserving the costume’s historical integrity. He highlighted the challenges of maintaining such archival pieces, noting that the ensemble’s vibrancy and structure remained intact decades after its original debut.

Context in the New ‘Showgirl’ Era

Swift unveiled the album title and visual theme during a highly attended appearance on *New Heights*, the podcast hosted by her boyfriend Travis Kelce and his brother. Her promotional visuals immediately signaled a shift toward glamor, performance, and unapologetic femininity—her boldest aesthetic yet.

Promotional photos show Swift in imaginative takes on showgirl fashion—from crystal-studded bodysuits, feathered boas, and rhinestone bras to elaborate headpieces and vibrant orange-themed styling. The Bob Mackie ensemble anchors this vision in a storied lineage of performance artistry. The album’s visual direction crafts an ideal fusion of theatrical homage and pop expression.

Taylor Swift’s choice to wear a Bob Mackie showgirl costume from *Jubilee!* is more than a styling statement—it’s a theatrical declaration. Through this glamorous ensemble, she elegantly bridges vintage Vegas legacy with modern album storytelling. It signals a fearless new chapter in her creative journey, one built on spectacle, nostalgia, and unapologetic glamor.

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