

Morgan Riddle's Rise as Tennis's Style Icon

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At the 2025 US Open, it wasn't just the athletes making headlines—**Morgan Riddle**, whose journey from tennis outsider to social icon has been nothing short of transformative, captivated the fashion world with her style, presence, and voice.

A Koala, a Dating App, and Six Months of WAG School

Morgan's introduction to tennis was anything but conventional. A photo of tennis pro **Taylor Fritz** holding a koala popped up on Raya during lockdown and, as she recalls with a smile over Caesar salad and oysters at the Arthur Ashe stadium's Benjamin Grill, "I was like, oh, cute." Her knowledge of the sport was "nonexistent" then.

Still, five years into their relationship, she has become, as **Vogue** describes her, "the First Lady of American Tennis". What started with daylight dating during COVID evolved into SM-savvy chronicles of tennis tour life—a leap from nonprofit marketer to courtside influencer.

Style That Strikes a Chord

Fashion has been Morgan's defining entry into public consciousness. At the third-round match against Jérôme Kym, she made waves in a **sporty Miu Miu windbreaker dress**, layered over a pale-pink button-up and styled with pointy stilettos—flat shoes remain off the table, she insists, though "orthopedic inserts" are her secret weapon.

A vintage black Miu Miu bag from London's What Goes Around Comes Around and diamond accents (including a delicate anklet) added polish—chic, intentional, memorable. Whether hosting content or sitting front row with Fritz's inner circle, she has become a focal point of fashion coverage.

Influence and Authenticity Inside and Outside the Court

Morgan's journey began quietly. Born in Minnesota, she graduated from Wagner College and worked in nonprofit social media before the tennis world beckoned. During the pandemic, she and Fritz moved in after just over three weeks together. "Everyone in my life was like, 'Are you absolutely nuts?'... Looking back... why the f**k did I do that?" she laughs [Vogue](#).

While early tennis tournament life found her curious but rooted in privacy—thanks to bubbles and limited audiences—questions bubbled, particularly: Who is she? Over time, she leaned into the curiosity, launching YouTube, Instagram, and TikTok content that blends style diaries with tennis commentary. And fast fashion it is not; she crafts content mindful of both maturity and impact.

Style & Travel Meets Political Voice

Aligned with platforms like Who What Wear, Morgan created a WAG-approved guide to the 2025 US Open, naming her favorite eats like the Honey Deuce and Los Angeles lobster BLT, advice for what to wear, and how to survive NYC—and

tennis—style.

But Morgan is not just courtside glam. With her growing influence, she's never shied away from political commentary. A family rooted in advocacy—her sister is LGBTQ, her brother with autism relies on Medicaid, and her mom works in public media—anchors her activism. Ahead of the 2024 election, she wore a camo Harris-Walz cap to encourage voting, and she's unapologetically vocal about speaking up. "People had asked, 'Why are you getting political now?' I've always been like this," she shares.

She often fields criticism online—from misogynistic comments to ideological backlash—but remains undeterred: "I wouldn't be friends with them in real life," she says. "It's not a loss in my mind."

A Gateway to Tennis for New Fans

More than runway elegance or political commentary, it's how Morgan turns fans into tennis lovers that perhaps defines her evolution. Children wave at her, she obliges photos in between matches, and fans credit her as the style and inspiration gateway that drew them into tennis. To hear Riddle recount how fans now stay up overnight to watch tennis or pick favorite players is a sign of the deeper ripple effect she's catalyzed across well beyond fashion.

Viral Moments on TikTok and Beyond

Morgan's blend of wit and bold visibility has made her a social media phenomenon. A cheeky TikTok about testing "male sports fans" by overdressing for matches went viral—just one among many such moments at the US Open. Economic Times dubbed her "slaying the internet" with her bold high-heel balcony poses. Her content consistently turns attention just as sharply as Fritz's serves.

Beauty Beats & Everyday Toolkit

Beyond fashion, Morgan often shares beauty hacks. In a Cosmo feature, she pulled back the curtain on her match-day beauty arsenal—setting spray, gloss, portable mirrors, PanOxyl face wash, and even Botox and microneedling with PRP treatments. It's a savvy blend of self-care and screen-ready demands.

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