

The Many Bags of Taylor Swift, Part 2

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BY AMANDA MULL AUGUST 14, 2014 CELEBRITY STYLE THE MANY BAGS OF



In some ways, it seems like [Taylor Swift](#) has been daring me to write a second investigation into her handbag collection all summer. Every day when I open our photo agency's archives, there are new photos of her walking to and fro in New York City, enjoying her morning constitutional, her evening constitutional and sometimes several constitucionals in between, generally wearing a two-piece matching outfit and a handbag dangling from her forearm. To me, her intentions are clear.

Even if you *don't* believe that Taylor Swift is trying to surreptitiously communicate with me through the paparazzi, taking a look through her quirky handbag collection is an interesting study in celebrity branding. Instead of carrying things that others have decided are popular or of-the-moment, Swift sticks to less recognizable options from both major brands and independent designers alike. The result is that she always looks like herself instead of looking like an It Bag billboard, [just like the last time we took a look at her handbag habits](#) in 2012.



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Hayden Lasher Elene The Belgian Bag
\$1,500 via Hayden Lasher

Taylor is more likely than most celebrities of her stature to carry a bag from a small or independent designer.

