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Taylor Swift's Fetish-Themed "Bad Blood" Won Best Video, and That's More Than Okay | Stockroom Blog

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The Grammys always put on a great show, but between Lady Gaga's salute to David Bowie and Kendrick Lamar's prison-themed performance of "The Blacker the Berry," there's even more chatter going on than usual in social media. For us, the award that was most personally significant was Taylor Swift's triple win: Best Pop Vocal Album and Best Album of the Year for *1989*, and Best Video for "Bad Blood."

It's the last one that really gives the staff here at Stockroom and

Syren Latex a warm glow. As you might remember, [we helped outfit Taylor and her co-stars for "Bad Blood."](#) In the character of "Catastrophe," Taylor herself wore a version of [Syren's Newmar Basque](#); Selena Gomez as her nemesis Arsyn rocked our Garbo Blouse, and Ellie Goulding, as the rocket-wielding DestructaX showed off our [PVC Waist Cincher](#). "Bad Blood" was one of the best uses of fetish clothing all last year, and we were happy to be part of it. This is the sort of thing that our custom design department, Syren Couture, excels at. Our clothes show up in media productions quite often: Our team has designed clothes for *Watchmen*, *Bruno*, *True Blood*, *American Horror Story* and much more, but this kind of recognition for a work that we've been involved in never fails to give us a feeling of satisfaction that can't be matched by anything else.

When the news came through about the award or Best Music Video, Taylor didn't play it cool and placid: Her first response was to tweet a video of herself and Selena Gomez backstage practically bouncing off the walls with undisguised delight. "Bad Blood just won a Grammy for Best Music Video and we are not okay," she wrote. That's not quite true; with last night's sweep of the Grammys, we have the feeling that Taylor and Selena are going to be far more than okay, and we're right there with them. "Bad Blood" was a great video that showed off the beauty and power of fetish clothing, and we were proud to help out. We hope that we'll see Taylor and Selena showing off more of our clothes in the future. In the meantime, here's to many more of those gold phonographs in the

hands of artists who kink up the mainstream.