

It's Harry's House, We're All Just Living in It

1 tour, 7 legs, 3 years, 17 countries, and 167 venues. From one city to the next, Harry Styles and over 1.3 million of his dedicated fans – and counting – are reshaping and redefining the live music experience for future generations.



Image Courtesy of Alix Winschel

“There literally is no feeling that can compare to the feeling of being at a Harry Styles concert,” says Lauren, a 21-year-old university student based in Louisiana. Lauren attended Night 1 of Harry Styles’ tour in Austin, Texas, driving six hours to and from the Austin & Moody Center in the duration of one day. Lauren made it back to her university at 4 AM, right on schedule for a 9 AM exam.

Amongst Harries – the fandom name for Harry Styles fans – this dedication is not uncommon. Rather, it is often encouraged and applauded. To attend a Harry concert, Alicia drove 1400 miles from Lansing to New York City and Erin booked tickets to fly over 3,000 miles to another country. Meanwhile, Magen drove 144 miles from Mississippi to Louisiana, followed by a 1,300-mile flight to New York. “Everyone knows we’re the most dedicated, best dressed, coolest and possibly craziest – in a good way – fan base there is,” Lauren tells me. “We’d do anything to support Harry and I feel like that’s a known fact across the board.”



Image Courtesy of Alix Winschel

To quote [Billboard’s review](#) of HSLot – Harry Styles’ Love on Tour – opening night at the Kia Forum in Los Angeles, Styles is solidifying himself as the male pop star the world needs. From [launching his own line of nail polish](#) for men, [to gracing the cover of Vogue’s December 2020 issue in a dress](#), Styles has become somewhat of a cultural icon who isn’t afraid to push the envelope when it comes to notions of self-expression, representation, and gender identity. Between his 167 tour dates, Styles has somehow managed to find the time to make his way onto the silver screen, co-starring with Florence Pugh in ‘Don’t Worry Darling’ and portraying an important LGBTQ+ figure in ‘My Policeman.’ His acts of progressivism and theatricality have unsurprisingly – and

well-deservedly – earned comparisons to the likes of fellow Brit-pop icons David Bowie, Freddie Mercury, and Elton John. Rolling Stone has gone so far as to give him the title “King of Pop” on [his October-November 2022 cover feature](#).

HSLot debuted in September of 2021 as Harry’s second solo tour in support of his studio album, “Fine Line.” Leg one of the tour set a record high for Harry’s career, [earning nearly \\$100 million in gross revenue](#) – making for one of the [highest grossing tours in 2021](#). This is just the beginning: in May, Harry released his third album “Harry’s House,” alongside an ample number of HSLot performance dates with three special “One Night Only” shows in London, New York City, and Los Angeles. Not to mention two month-long residencies in New York and Los Angeles, as well as

an entire European leg of the tour, and most recently, a set of Asia dates. So far, over 1.3 million fans have attended HSLOT, and the tour is scheduled to run until July of 2023.

HSLOT is unlike any other live music tour happening in 2022. In the last year and a half, Styles and his fans have single handedly turned a two-hour concert into a full-fledged current event where the music itself is only a fraction of the experience. A 'Harry Styles Love on Tour' show does not begin when the venue doors open at 7:00 PM, nor does it end when the house lights turn on, ears are ringing, and loud men are selling pirated merchandise outside the venue. The Harry Styles Love on Tour Extravaganza begins with securing a ticket and continues to live an infinite lifespan through the internet.

Preparation Pt. 1: The golden ticket

“Getting tickets has been the most stressful thing I’ve done. I think I cried trying to get them once.” “CHAOS!” “A freaking nightmare.” “So extremely stressful I cried.” “Honestly, the ticket process is horrible.”

When I spoke with Harries, the stress levels of securing concert tickets were equated to those of a Driver’s Licence test, an A-Levels maths test, or any other anxiety-inducing situation someone between the ages of 13-25 could possibly think up. Obtaining tickets to concerts – especially a Styles concert – has become somewhat of an Olympic Sport, where one needs to be well equipped with high-speed internet, special codes, and a degree of luck.

“The process of getting Harry tickets has become increasingly stressful,” says 18-year-old Ashlyn. Whenever Ashlyn knows Styles tickets are going on sale, she makes everyone in her immediate circle sign up for a presale code, she clears her schedule during the time of the sale, and she prepares multiple devices in hopes of scoring a ticket.

22-year-old Chloe explains the process of buying tickets. “First, you have to select in order from greatest to least, which tour dates you would like to attend. Then you have to get approved for ‘Verified Fan Presale,’ where you get a presale code to access the tickets when they go on sale.” If one does not receive a code, they are able to purchase resale tickets, although these are typically sold by third parties at astronomically high prices. “I was the only one out of my friends to get a presale code, which meant I was tasked with getting the tickets for us all. The moment I was able to pick the tickets and buy them was quick and easy. It took about 2 minutes from the time I entered the online ‘room’ to checkout. I was very pleasantly surprised!”

While Chloe was lucky enough to secure a ticket with no qualms, other fans did not have smooth journeys. 23-year-old Lizzy had a presale code but got kicked out of the online queue while attempting to buy a ticket. A week later, she found a ticket for \$375, and purchased it because it was the only one available. Lizzy says, “It [getting tickets] was a bad time, everyone I spoke to bought what they could because Ticketmaster did platinum pricing and screwed everyone over.”

I reached out to Michelle Schartoff, the Vice President of Pricing Operations at Live Nation Entertainment, to learn more about the preparation that goes into ticket sales for an artist – such as Styles – with a high demand. “It’s going to vary per artist – like, what does the artist want? They might not care about how the sale is done, and a lot of times that happens, and then it’s [the tickets] cleaned out by bots.” In the case of HSL0T, Styles wanted to ensure that his fans received tickets before bots and scalpers, which is why each fan had to register for a presale code. This way, Schartoff’s team can gauge the demand for a show before the on-sale and notify other web services to expect a large amount of traffic. “It’s been really interesting to see



Image Courtesy of Tatum Van Dam

and learn what can be done and based on how much backing you have behind you. Some artists, like Harry Styles, will bend over backwards and kind of do things that are not to policy, to help them give the fans the best experience that they can.” While the ticket costs and presale codes appear to be an unfair and arduous process to fans, Schartoff clarifies that the fans are in the best interest of both the promoter, the ticketing company, and the artist’s team.

Preparation Pt. 3: “The MET Gala for Harry Styles Fans”

“There is so much preparation that goes into it [HSL0T] but picking the outfit is for sure the most stressful part,” says 13-year-old Orla.

Chloe told me an anecdote from Harry’s Madison Square Garden show on September 3rd. “I was in a line for merchandise, and there were these two girls standing behind me wearing everyday clothes – like jeans and a t-shirt. I heard one of them say, ‘Didn’t realise this was a fashion show.’ This kind of stunned me because, unless you don’t go on the internet, it’s kind of a known thing that Harry fans pop off with the outfits for his shows.”

And Chloe is right: those who follow HSL0T through social media know that there is somewhat of an unspoken dress code that comes with attending a Styles show. While no one is *necessarily* expected

to dress up for the tour, one will more than likely stand out if they *aren't* decked out in rhinestones, glitter, and feathers. 22-year-old Marissa describes HSL0T as “the MET Gala for Harry fans.”

Styles might be a child of the 90s, but each of his performances draw on a rich legacy of 60s and 70s glam through an endless sea of feather boas, heart shaped sunglasses, glitter eyeshadow, cowboy boots, flared trousers, knee high go-go boots, and endless fringe and rhinestones galore. Indeed, Styles and his fans have trademarked feather boas as their own – in September, Harries [fueled a feather boa shortage across NYC](#), where Party City saw the most boa sales they’ve ever had. After the show, some business-minded fans decided to resell their boas for as much as 17 U.S. dollars.



Image Courtesy of Alix Winschel

Hannah tells me, “The HSL0T aesthetic is to wear something you can’t wear anywhere else. Wear something that makes your inner child scream with joy, or just wear something that feels comfortable that you can dance around in. I think it’s just a hodgepodge of things that make you feel FUN.” Whether it’s a colourful eye makeup look or knee-high boots, HSL0T presents an opportunity to make fashion choices one might otherwise feel too nervous to in their day to day lives.

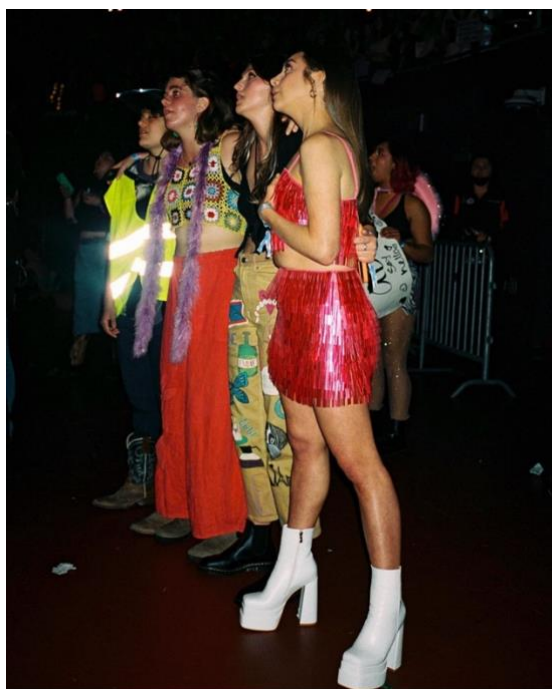


Image Courtesy of Alix Winschel

For many, the fashion aspect of HSL0T extends far beyond an aesthetic. It serves as a judgement-free safe space for attendees to experiment and express themselves through their clothing. Savannah explains: “Many joke about Harry’s shows being Gen Z’s MET Gala, but I think there’s more to it than cowboy hats and rhinestones. I think for me, and perhaps many others, Harry and his live performances represent an opportunity to present ourselves however we’d like, and to perhaps experiment with presentations and clothing choices we’d be too inhibited to otherwise in other social settings. As a plus size woman in her mid-twenties, for me, Harry shows are a radical experiment in fashion and self-love for me.”

For some, HSLOT is an excuse to get crafty. Jordan, a Tik Tok creator, D.I.Y.-ed her friend group's outfits for Chicago Night 1. She purchased three two-piece suits in different colours: purple, lime green and hot pink. Then, they spent over 100 hours hand painting each suit and individually gluing hundreds of rhinestones. Each piece was intricately designed, from sparkly grapes and a wine bottle reading "Love on Tour," to juicy watermelon slices and shiny strawberries. "I took inspiration from Harry's Coachella outfit designed by Harry Lambert," says Jordan. "We only had tickets to one show so I thought it would make the experience more special if we all had handmade outfits." Jordan posted [a Tik Tok](#) of the project, which has garnered nearly 500,000 likes and 2.3 million views. The online enthusiasm translated to real life when Jordan and her friends sported their power suits. "Everyone was so kind. We had a lot of people approaching us to comment on the outfits. It was just really great energy." As someone who is autistic and struggles with social anxiety, Jordan felt the most comfortable she had ever been around so many people. "The vibes are truly amazing at HSLOT."



Image Courtesy of Juliana Scarpelli

Other fans have found business ventures through D.I.Y.-ing their outfits, like Sophie who owns ["SLWCustomsCo"](#) on Etsy. SLWCustomsCo sells HSLOT-inspired pieces, including a white bralette with red, glittery hearts and a denim corset top embellished with a rhinestone cherry. "Honestly, HSLOT has started my business," Sophie tells me. When Sophie attended the NYC residency wearing one of her custom tops, people asked her where she got it from, and afterwards she decided to make a business out of it. "The whole [Harries] community is so nice and kind!" After the tour ends, Sophie plans to branch out into other areas, like festival and bridal/bachelorette inspired designs.

Meanwhile, Tilly, who owns ["CustomCowgirlByTilly"](#) found a new market for her business through HSLOT. 6 months ago, Tilly started creating and selling custom cowboy hats through Etsy. After a customer reached out asking for a personalised hat for HSLOT, Tilly decided to dedicate a section of her shop to the tour and has found great success through it. "I would say at least half, if not more, of my orders come from Harry fans which has been amazing for my business

– especially as someone who didn't set out to make hats specifically for Harry related things!" Tilly continues, "I've found all the Harry fans to be so polite and kind, and all so excited regarding their hats and making the most effort for their outfits for the shows. It's been a great time being able to make hats that people find so special and that add to the excitement of Harry's shows for them!"

I suppose, in some ways, HSLOT *is* a fashion show; however, there is absolutely nothing wrong with encouraging people to wear the things that make them feel good. "The atmosphere [of HSLOT] is simply wonderful," says Mia. "I truly feel Harry's words when he says, 'please feel free to be whoever it is in this room tonight.' I can be myself around all the Harries."

Late Night Talking... or Camping?

"I have camped for other concerts before, but camping for Harry is just a different territory that I wouldn't have been prepared for," says 18-year-old Sophia.

Typically, for a concert, one won't bother to arrive at the venue until the doors open (which, usually, is around 7:00 PM). Depending on what ticket type one has for HSLOT, they must stop by the venue the morning of the show.

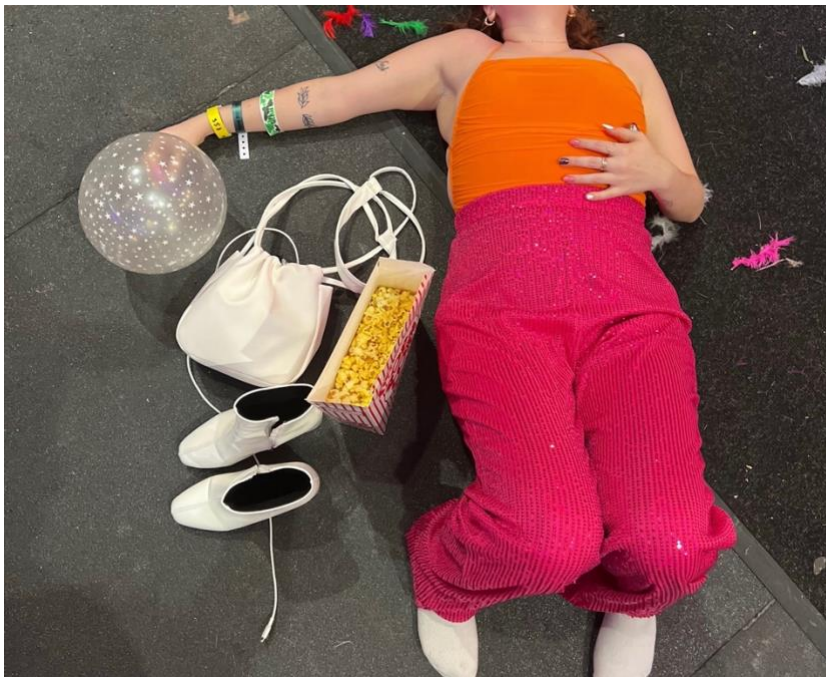


Image Courtesy of Carley Estoire

For pit ticket holders, meaning those with access to the standing area directly in front of the stage, HSLOT has implemented a process where each venue gives out wristbands that dictate who gets to enter the pit in numerical order. Depending on the venue's policy, some fans, like Sarah, will camp outside the night before in order to ensure the closest spot to the stage. For the Pittsburgh show, she

drove down to the arena the day before at 11:00 AM. The arena had a strict "no camping" policy, so she got an overnight parking ticket from the security guard and found a crowd of seven Harries camping across the street, off the premises of the arena. At 12 pm the following day, the girls were escorted to the doors and received their wristbands at 4:00 PM. After receiving her #10 wristband, Sarah was free to leave the venue and get ready for the show. *

27-year old Noelle Morrison works as a VIP assistant for a handful of entertainment companies, including LaneOne, Live Nation, OnLocation, and Superfans. This year, Noelle worked for HSLOT, where she oversaw VIP check-in and access to the pit. Noelle explains, “I interacted and was the coordinator with fans who had VIP, most who had camped out and stood there all day long. I put together the VIP packages and merch. I checked in fans. This process includes checking their packages, wrist banding them, lanyards and fun little merch. I then put them in groups for early merch shopping. After that I lined everyone up and escorted them to the pit sides (there was ‘watermelon’ and ‘cherry’).” At every show she worked at, fans camped outside the venue. However, in Noelle’s experience, they were all very kind and respectful of each other as well as the venue staff.



Image Courtesy of Alix Winschel

Compared to other tours she has worked for, Noelle says that HSLOT was a rewarding experience. “Harry was a great artist to work for. It was nice seeing an artist have such a great and empowering impact on his fans. It was nice having an artist deeply care about his fans’ safety and experience.” Noelle continued to tell me that the HSLOT crew works together to make it not just a concert – but an experience – for the fans. “A night that would touch them in some way and encourage them to take away that night and memory and make a better tomorrow.”

*It is worth noting that in order to get a “decent” view from the pit, one does not have to camp. Especially given the young, female demographic of Harry’s fans, it is a much safer option to show up to the venue the day of the show as opposed to staying outside throughout the night.

Welcome to Harry's House

“Going to a Harry show feels like going home,” says Madison.

Bedazzled power suits are finally being taken off their hangers, iridescent colours are being painted across eyelids, and each and every lyric of the setlist are being rehearsed. Marissa tells me the preparation for HSL0T is what she imagines to be the equivalent of preparing for one's wedding day. “You need to find the perfect outfit, you need to practise your makeup, get your nails done...”

... And if HSL0T is the fangirl's wedding, then the hours leading up to the performance is the pre-party. Outside and inside the venue, fans can be found taking photos and hyping up each other's outfits, drinking Harry-themed cocktails provided by the venue, and building excitement for the night ahead. Magen describes the HSL0T pre-show atmosphere: “These shows are a combination of a concert and a fashion show with the energy of a bar bathroom full of drunk women; the environment is so kind and complementary.”



Image Courtesy of Tatum Van Dam



Image Courtesy of Alix Winschel

However, Harries admiration towards one another is not rooted in rhinestones and cowboy hats, but rather, a shared passion. Danielle says, “The environment is so safe and welcoming. You can tell people feel safe and comfortable to be themselves and Harry plays a big role in that for a lot of us.” Being in a zone free of society's negative judgement towards fangirls allows fans to embrace their shared interest unapologetically and shamelessly. “It's very comforting seeing other people react in the same way and feeling no judgement whatsoever.” When Harries enter the venue doors, they do not feel the need to hold back their enthusiasm towards the pop star.

Of course, Harries also form bonds through hearing their favourite songs live. Ashlyn, who has attended 7 HSL0T shows, says, “While at Harrys shows my favourite part is the energy in the

room and the way that thousands of people who all bring different experiences into the room can come together and connect through one artist's music. In those moments, we are all very much the same.”

While each show has the same structure, Styles finds a way to make each night their own unique, independent experience, whether it be through performing a cover of a song, wearing an unseen outfit, or most notably, interacting with the crowd. “Harry has such an enticing stage presence and knows how to keep everyone entertained, especially when he’s interacting with the crowd and reading signs,” says Sophia. Whether it be wearing a cowboy hat thrown on stage, reading posters out loud, or even giving dating advice, these seemingly small gestures mean the world to Harries; they are his way of showing his appreciation towards them. “I have been to



Image Courtesy of Juliana Scarpelli



Image Courtesy of Alix Winschel

many concerts or seen many interactions with celebrities where they act like they are doing you a favour by being there, and with Harry he treats all of his fans kindly – and he says it – that he could not be doing this if it wasn’t for the fans that support him,” says Hannah.

Harry is no stranger when it comes to using his platform for the better, and the impact is even larger when he is face to face with his audience. It has become a recurring portion of his shows [to help a fan come out as gay](#) – should they feel ready and comfortable to. At a LA residency show, when Harry

saw a sign claiming the sign-holder skipped therapy to be there, he disapproved, saying “It’s a sign

that the people of L.A. do not approve of. Because what do we know, L.A.? You. Never. Skip. Therapy.” When asked why she is a Styles fan, Lauren tells me, “I love how he stands up for what he believes in and uses his platform for good! He is constantly posting about social issues that he stands for. These include women rights, BLM, LGBTQ, gun laws, and so many more. He promotes voting, especially in younger people and partners with companies to help promote this!”



Image Courtesy of Megan McSherry

the opportunity to work at H SLOT was especially fulfilling for McSherry. “Not only do I get to encourage young folks to vote and even help people register to vote for the first time, but I also get to see one of my favourite artists for free.”

[Alix Winschel](#) is a 24-year-old aspiring film photographer based in Los Angeles. On average, Winschel photographs 2-3 concerts a month, and between October and November she had the opportunity to attend three H SLOT dates. Each show presented new opportunities to meet fans and expand her artistic horizons. “I brought little business cards along with my Instagram and website and handed them out as I asked people if I could photograph them. Every interaction I had was kind & joyous, people were just so carefree and thrilled to be there together at that moment.” With regards to her photos taken at H SLOT, Winschel says they might be the best addition to [her portfolio](#). “Photographing H SLOT has brought me a lot of friends & a new perspective to seeing Harry live!”

“I think Harry crowds are especially receptive to activism because Harry has always been vocal about political action and human rights issues,” says Megan McSherry, a 25-year-old sustainability content creator and influencer. H SLOT works in conjunction with [HeadCount](#), a non-profit organisation encouraging civic participation at concerts, music festivals, and cultural events alike. Of 500+ applicants, McSherry was one of five lucky volunteers chosen to help register voters at one of H SLOT’s Los Angeles shows. McSherry walked around the Kia Forum five hours before the show and registered 256 first time voters and had 786 check their registration status. As an activist and long-time fan of Harry, having

For the fans who are unable to attend HSLOT, there are certain fan accounts – like [@hslotlives](#), who has over 68,500 followers – dedicated to livestreaming shows. Emily, a high school student who has been a Styles fan since she was 6 years old, has not yet had the opportunity to see him live. While she has hope that one day her dream will be a reality, she watches the live streams and has her own HSLOT experience from the comfort of her bedroom. Alana, a university student at Millersville University, has watched every single HSLOT live stream. So far, her favourite show to watch was in Long Island, where Harry performed “Medicine” and “Kiwi.” “It was the most magical experience ever,” says Alana.” And I wasn’t even there.”

Snap back to reality

“After the concert is probably the worst part. You sit there in disbelief that the concert just happened. Your ears are ringing, you’re sweating, probably crying and now you have nothing to look forward to. Post-concert depression is REAL,” says Lauren.



Image Courtesy of Alix Winschel

Feet are blistering, makeup is smudging, and boas are losing their feathers by the minute. The concert has ended, and thousands of fans must return to reality after months of preparation. The best way to remember someone is by sharing the memories you had with them. While HSLOT venues are packed up and moved to the next city within a day’s time, the spirit of HSLOT lives on through social media. On TikTok, videos with the hashtag “#HSLOT” have hundreds of thousands of likes – with some even reaching millions. While some videos are of the performance itself, like this one of Harry singing a cover of [“Hopelessly Devoted To You”](#) at his Los Angeles Harryween show, others include [merchandise hauls](#), [outfit inspiration](#), and fan edits with photos and videos from the event.

HSLOT is not just an event and it’s more than an experience: it’s a safe space. At each of his shows, Harry invites his fans from all ages and backgrounds to come together and express themselves in

ways they typically would not otherwise have the chance to. Whether it be through wearing a specific outfit, dancing like nobody's watching, or having the opportunity to meet and form bonds with likeminded people, HSLOT is one of those tours that will be remembered for generations to come.

Erin tells me, "I think there's a feeling that you get from every part of the process. From buying the tickets, the planning, the travelling, the waiting for the show, buying merch, finding your seats, the songs that play in the arena, and the show itself. There's a euphoric feeling that comes from everything and that's what the whole experience adds up to.