# Beyoncé’s Cowboy Carter tour sparks 600% surge in western fashion and sparks cultural conversations



As Beyoncé kicked off her much-anticipated UK tour at the Tottenham Hotspur Stadium this week, the packed queues reflected not only excitement for the performance but also a burgeoning trend in fashion: cowboy aesthetics. This resurgence, inspired by Beyoncé’s album "Cowboy Carter," has seen fans adopt Western-inspired attire, including rhinestones, cowboy hats, and denim, akin to a Nashville rodeo rather than a typical concert atmosphere.

The impact of Beyoncé's style on fashion trends has been staggering. According to recent data, searches for "western" apparel on Vinted surged by 16% year-on-year, while demand for cowboy hats increased by 85% and boots by 53%. PrettyLittleThing even reported that searches for "cowboy jackets" skyrocketed by over 600% in May. Candace Baldassarre, a senior analyst at Mintel, noted that this trend highlights the powerful role pop culture plays in shaping consumer behaviours. “Western aesthetics are experiencing a revival,” she stated, pointing to Beyoncé's celebrated performances, including her ‘Canadian tuxedo’ and her track "Levii’s Jeans," as pivotal moments fuelling this surge.

The release of the "Cowboy Carter" album has sparked a broader conversation about the cultural significance of the Western genre. Dr Elizabeth Kealy-Morris, a senior lecturer at Manchester Metropolitan University, emphasised that this revival represents more than just nostalgia; it addresses historical narratives often overlooked in mainstream culture. While classic Western imagery has long focused on the white cowboy as an emblem of national identity, she argued that the contributions of Black cowboys have been vastly underrepresented. Through her contemporary costumes and choice of staging—which prominently feature Black performers—Beyoncé is challenging these historical omissions, creating a new form of visibility for Black narratives within the genre.

Despite this celebratory atmosphere, some industry observers caution that the cowboy trend may lack staying power. Kealy-Morris remarked that the cultural signifiers embedded in Western wear might not resonate deeply enough with audiences to ensure long-term popularity. Nevertheless, she acknowledged the role musicians like Beyoncé play in influencing fashion trends, particularly among younger fans who often look to social media and peers for inspiration.

At the London show, despite some empty seats in the 60,000-capacity venue, Beyoncé’s dynamic performance dazzled attendees. The concert featured elaborate staging, including aerial acrobatics and the appearance of her daughters, which added an emotional layer to the spectacle. As she performed hits like "Ameriican Requiem" and honoured Black contributions to country music, the show became a celebration of heritage, culminating in a four-star review that lauded her ability to blend genres and engage audiences on a grand scale.

The tour’s impact extends beyond the concert hall, sparking a noteworthy increase in cowboy-themed retail activity. Sales of cowboy hats, for instance, spiked by an impressive 288% in May. Brands like Kemo Sabe, a luxury Western-wear label, have benefitted significantly from this trend, experiencing a 313% increase in sales as they navigate the rise of cowboy fashion influenced by high-profile figures such as Beyoncé and Taylor Swift. While conversations around cultural appropriation continue, the brand emphasises the need to appreciate the romanticised version of the American West without losing sight of its complex history.

As the "Cowboy Carter" tour rolls on, Beyoncé not only redefines her musical and visual identity but also ignites a fashion movement that marries pop culture with deeply rooted historical narratives, creating a space where conversations about identity, heritage, and representation can flourish.

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* Paragraph 1 – [[1]](https://www.theguardian.com/fashion/2025/jun/07/rodeo-drive-beyonce-uk-tour-kicks-off-cowboy-fashion-craze), [[2]](https://www.ft.com/content/9eb32319-c89f-4833-bc6b-a1da2fa08d12)
* Paragraph 2 – [[1]](https://www.theguardian.com/fashion/2025/jun/07/rodeo-drive-beyonce-uk-tour-kicks-off-cowboy-fashion-craze), [[3]](https://www.reuters.com/business/media-telecom/beyonce-honours-black-origins-country-music-european-cowboy-carter-tour-2025-06-06/)
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* Paragraph 4 – [[2]](https://www.ft.com/content/9eb32319-c89f-4833-bc6b-a1da2fa08d12), [[6]](https://cadenaser.com/nacional/2025/02/02/beyonce-anuncia-a-pocas-horas-de-los-grammy-su-regreso-a-los-escenarios-con-una-gira-en-2025-cadena-ser/)
* Paragraph 5 – [[1]](https://www.theguardian.com/fashion/2025/jun/07/rodeo-drive-beyonce-uk-tour-kicks-off-cowboy-fashion-craze), [[6]](https://cadenaser.com/nacional/2025/02/02/beyonce-anuncia-a-pocas-horas-de-los-grammy-su-regreso-a-los-escenarios-con-una-gira-en-2025-cadena-ser/)
* Paragraph 6 – [[3]](https://www.reuters.com/business/media-telecom/beyonce-honours-black-origins-country-music-european-cowboy-carter-tour-2025-06-06/), [[5]](https://www.ft.com/content/13663bdf-0236-4b33-b315-913c0e1395e1)
* Paragraph 7 – [[1]](https://www.theguardian.com/fashion/2025/jun/07/rodeo-drive-beyonce-uk-tour-kicks-off-cowboy-fashion-craze), [[2]](https://www.ft.com/content/9eb32319-c89f-4833-bc6b-a1da2fa08d12), [[4]](https://www.reuters.com/lifestyle/beyonce-delivers-rousing-kickoff-her-cowboy-carter-tour-2025-04-29/), [[5]](https://www.ft.com/content/13663bdf-0236-4b33-b315-913c0e1395e1)
* Paragraph 8 – [[1]](https://www.theguardian.com/fashion/2025/jun/07/rodeo-drive-beyonce-uk-tour-kicks-off-cowboy-fashion-craze), [[7]](https://www.whowhatwear.com/beauty/hair/beyonce-cowboy-carter-blowout)

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## Bibliography

1. <https://www.theguardian.com/fashion/2025/jun/07/rodeo-drive-beyonce-uk-tour-kicks-off-cowboy-fashion-craze> - Please view link - unable to able to access data
2. <https://www.ft.com/content/9eb32319-c89f-4833-bc6b-a1da2fa08d12> - Beyoncé's 'Cowboy Carter' tour, supporting her move into country music, reinforced her status as a premier entertainer during its London stop. Despite reports of slow ticket sales and some empty seats at the 60,000-capacity Tottenham Hotspur Stadium, the performance dazzled with high-octane spectacle and visual flair. Incorporating Western-themed choreography, extravagant Americana-inspired costumes, and ambitious staging, including aerial acrobatics and a mechanical bull, the concert showcased Beyoncé’s charismatic presence and artistic reinvention. Highlights included performances of 'Ameriican Requiem' and a stirring rendition of 'The Star-Spangled Banner' reminiscent of Jimi Hendrix. She also shared the spotlight with her daughters, Blue Ivy and Rumi, reinforcing themes of family and heritage. The show earned a four-star review, confirming her enduring ability to bridge genres and captivate audiences on a grand scale.
3. <https://www.reuters.com/business/media-telecom/beyonce-honours-black-origins-country-music-european-cowboy-carter-tour-2025-06-06/> - Beyoncé launched the European leg of her 'Cowboy Carter and the Rodeo Chitlin Circuit' tour in London, celebrating Black contributions to country music and honouring venues from the Jim Crow era known as the Chitlin Circuit. Opening with 'Ameriican Requiem,' she addressed racism within country music and was accompanied by emerging Black female country artists during a performance of 'Blackbiird.' The tour follows her historic Grammy win as the first Black woman to secure Best Country Album. With only performances in London and Paris—both with deep ties to Black culture—Beyoncé aimed to spotlight a specific facet of American cultural history. Her show included theatrical elements like riding a mechanical bull and aerial stunts, drawing diverse international fans in Western-themed attire. Her two daughters joined her on stage, adding a personal touch. The tour also sparked a retail surge, with cowboy hat sales jumping 288% in May. Beyoncé’s performances will conclude with three Paris shows, including one on Juneteenth, underscoring the celebration of Black heritage and resilience.
4. <https://www.reuters.com/lifestyle/beyonce-delivers-rousing-kickoff-her-cowboy-carter-tour-2025-04-29/> - Beyoncé launched her 'Cowboy Carter' stadium tour with a dynamic performance at SoFi Stadium in Los Angeles. Dressed in a white cowboy outfit, she opened with 'Ameriican Requiem' and included country-inspired songs like 'Texas Hold 'Em' and a cover of Dolly Parton's 'Jolene.' The show featured elaborate staging, such as floating above the crowd on a lighted horseshoe and riding a gold mechanical bull. Special moments included appearances by her daughters—13-year-old Blue Ivy Carter joined dance performances, while 7-year-old Rumi Carter appeared during the lullaby 'Protector.' The tour, titled Cowboy Carter and the Rodeo Chitlin' Circuit Tour, will run through July across the U.S. and Europe. Fans embraced the theme with Western attire, and the show concluded with Beyoncé performing 'Amen' and expressing how overwhelmed she felt by the support.
5. <https://www.ft.com/content/13663bdf-0236-4b33-b315-913c0e1395e1> - Kemo Sabe, a luxury Western-wear brand founded in 1990 by Tom and Nancy Yoder, has gained popularity due to the rising trend of cowboy fashion, spurred by influences like Beyoncé, Taylor Swift, and the TV show Yellowstone. Owned by Wendy Kunkle since 2020, along with her brother and a friend, the brand has seen extensive changes and significant growth, including a 313% increase in sales and expansion of stores. Jeff Bezos, among other celebrities including Beyoncé, RuPaul, Rihanna, and Bella Hadid, has showcased the brand. Kemo Sabe, embodying the romanticized American West, attracts a diverse clientele, including high-profile figures. The brand emphasizes customization and a lively store atmosphere. Despite controversies around cultural appropriation and historical sensitivity, Kunkle maintains a focus on enjoyment and the American dream.
6. <https://cadenaser.com/nacional/2025/02/02/beyonce-anuncia-a-pocas-horas-de-los-grammy-su-regreso-a-los-escenarios-con-una-gira-en-2025-cadena-ser/> - Beyoncé announced her return to the stage with a new tour titled 'COWBOY CARTER TOUR 2025'. The announcement was made through her Instagram account shortly after the 2025 Grammy Awards, where the artist was nominated in 11 categories. During the tour, Beyoncé will perform the 27 songs from her latest album, which explores the roots of country music and highlights the talent of Black artists in the genre. The tour will feature other country artists such as Shaboozey and Post Malone. Beyoncé becomes the artist with the most Grammy nominations in history with a total of 99, surpassing her husband Jay-Z.
7. <https://www.whowhatwear.com/beauty/hair/beyonce-cowboy-carter-blowout> - Beyoncé's 'Cowboy Carter' tour not only highlights her Southern roots through music and fashion but also showcases her signature voluminous honey-blonde hair, symbolising her heritage and personal aesthetic. Her longtime hairstylist and Cécred lead global stylist, Neal Farinah, revealed the behind-the-scenes details of her iconic blowout looks, which are inspired by classic Southern belle styles and stars like Dolly Parton. The tour features an array of hairstyles—from spaghetti Western braids to towering bouffants—all tied together by her modern, bouncy curls and a newly developed cool-toned honey blonde shade. To prepare Beyoncé's hair for the rigours of touring—heat styling, sweating, and constant styling—Farinah uses a regimen of key products from Cécred. These include the Fermented Rice & Rose Protein Ritual and Reconstructing Treatment Mask for strength and repair, and on-tour essentials like the Moisture Sealing Lotion, Vented Paddle Brush, and Nourishing Hair Oil for frizz control and shine. These products ensure her hair maintains its lustre, health, and bounce through every performance, embodying both beauty and resilience in line with the artist’s celebrated persona.