

SOUND CHECK

Why does TD Garden commission custom gifts for performers like Lady Gaga and Cardi B?

By **Victoria Wasylak** Globe Correspondent, Updated July 1, 2026, 7:42 a.m.



Cardi B poses with custom gifts — a nail set and charm necklace — at TD Garden in April. BRIAN BABINEAU/TD GARDEN

Sound Check is the Globe's weekly guide to concerts, tunes, and trends rooted in Boston and beyond. This column covers July 3-9.

You've likely heard the rumors about outlandish tour riders, the documents that musicians use to list their hyper-specific dressing-room demands while on tour: select brands of luxury candles; a designated wig room; new toilet seats; bowls of M&Ms, minus a certain color (looking at you, [Van Halen](#)).

When performers come to TD Garden, there's also a token of Boston's arts scene waiting for them backstage. [Lady Gaga](#) found a [rhinestone wig](#). [Cardi B](#) received a set of [custom nails and a charm necklace](#). [Rosalía](#) was welcomed with [rosary-inspired jewelry](#) strewn with freshwater pearls, rose quartz, and onyx. Not to mention countless other items — vases, hats, jackets — designed for other performers who have headlined the arena post-COVID-19.

In recent years, TD Garden has hired Boston artists to create bespoke gifts for touring acts, an initiative they hope will “create meaningful, enduring connections to Boston,” says Tricia McCorkle, vice president of marketing & communications for the arena.

It's almost a counterintuitive gesture: Why commission presents for people whose wardrobes are likely warehouse-sized? The answer looks something like singer and dancer [Tate McRae posting to TiKTok](#) in her gifted sweats by Boston brand [1987 the Label](#), garnering over 350,000 likes and 3.5 million views. In other words, the ultimate pop culture platform.

“We see ourselves as this liaison between these huge global performers and our local Boston arts community,” McCorkle says.

Giving headliners keepsakes is a common practice at other major arenas, such as Madison Square Garden. TD Garden originally gave performers Celtics and Bruins jerseys, but after hosting certain acts on multiple occasions — “Can we give [Rod](#)

[Stewart](#) a *fifth* Bruins jersey?” McCorkle says — the arena added custom 4-by-3-foot replicas of championship banners to the mix, a nod to the fact that TD Garden has “the most championship banners in our rafters [of any arena] in North America.”

After the pandemic, the Garden also began scouting Boston artists to create custom items that reflected each headliner’s style and interests. The bespoke gifts, funded by the arena’s marketing budget, cost anywhere from \$500 to \$5,000, which covers the designer’s labor and materials.



Laura Plad designed and created this rhinestone wig as a gift for Lady Gaga ahead of the star's pair of TD Garden shows in March. COURTESY OF TD GARDEN

TD Garden plans to launch an online submission process that will allow local artists to pitch their work and ideas for future gifts. According to McCorkle, the feature will launch on the Garden's website by the end of July.

Similar opportunities aren't unheard of in Massachusetts — Worcester label CorruptKid [designed clothes for Kendrick Lamar's tour](#) last year, for instance — but they're far more common in cities like New York.

"It's kind of hard to get a foot in the door with the fashion industry stuff, especially being in Boston," says [Laura Plad](#), the Boston artist who designed and created Lady Gaga's rhinestone wig this spring.

Posts about the special headpiece, which was modeled after a hairstyle from Gaga's "Mayhem Ball" tour, brought a considerable amount of attention to Plad's work. A video of her making the wig has racked up some 875,000 views on [YouTube](#) and almost 700,000 views on [TikTok](#). [Todrick Hall](#), [Meghan Trainor](#), and [Katy Perry](#)'s stylist followed her; [Boy George](#) even reposted it to his Instagram story.

"It was like, 'oh my God, it's reaching everyone!'," Plad remembers.

Plad is currently working on another wig — a ponytail for pop diva and "Wicked" star [Ariana Grande](#), who visits TD Garden for three nights later this month — and a set of bedazzled boots for country singer [Megan Moroney](#), who makes her Garden debut with a pair of shows next week.



Megan Moroney will receive a custom necklace from Club Coastal at her two TD Garden shows this month. COURTESY OF KELLY SCHNEIDER

Club Coastal, a jewelry business that operates out of Rhode Island and currently has a shop in the Seaport, is also prepping a necklace for Moroney, following commissioned pieces for past Garden performers Cardi B, [Gracie Abrams](#), and [Mary J. Blige](#). The upcoming gift for Moroney features personal touches like a charm with her birthstone and a “good luck” charm, a reference to her song “Lucky.”

Company founder and creative director Kelly Schneider says TD Garden’s posts about their custom jewelry for performers “makes a massive difference for us.”

“You see the follower count go up, website visits go up — it definitely unlocks a new demographic.”

GIG GUIDE

At the Hatch Shell on [Saturday](#), [the Boston Pops](#) powers a special salute to America’s 250th birthday alongside a trio of guest stars: optimistic emcee [Chance the Rapper](#), New Orleans jazz and funk legend [Trombone Shorty](#), and country singer-songwriter [Lainey Wilson](#). The Pops will also premiere two pieces that were composed for the country’s special milestone. (Let’s call that your “now spinning” homework for this week.)