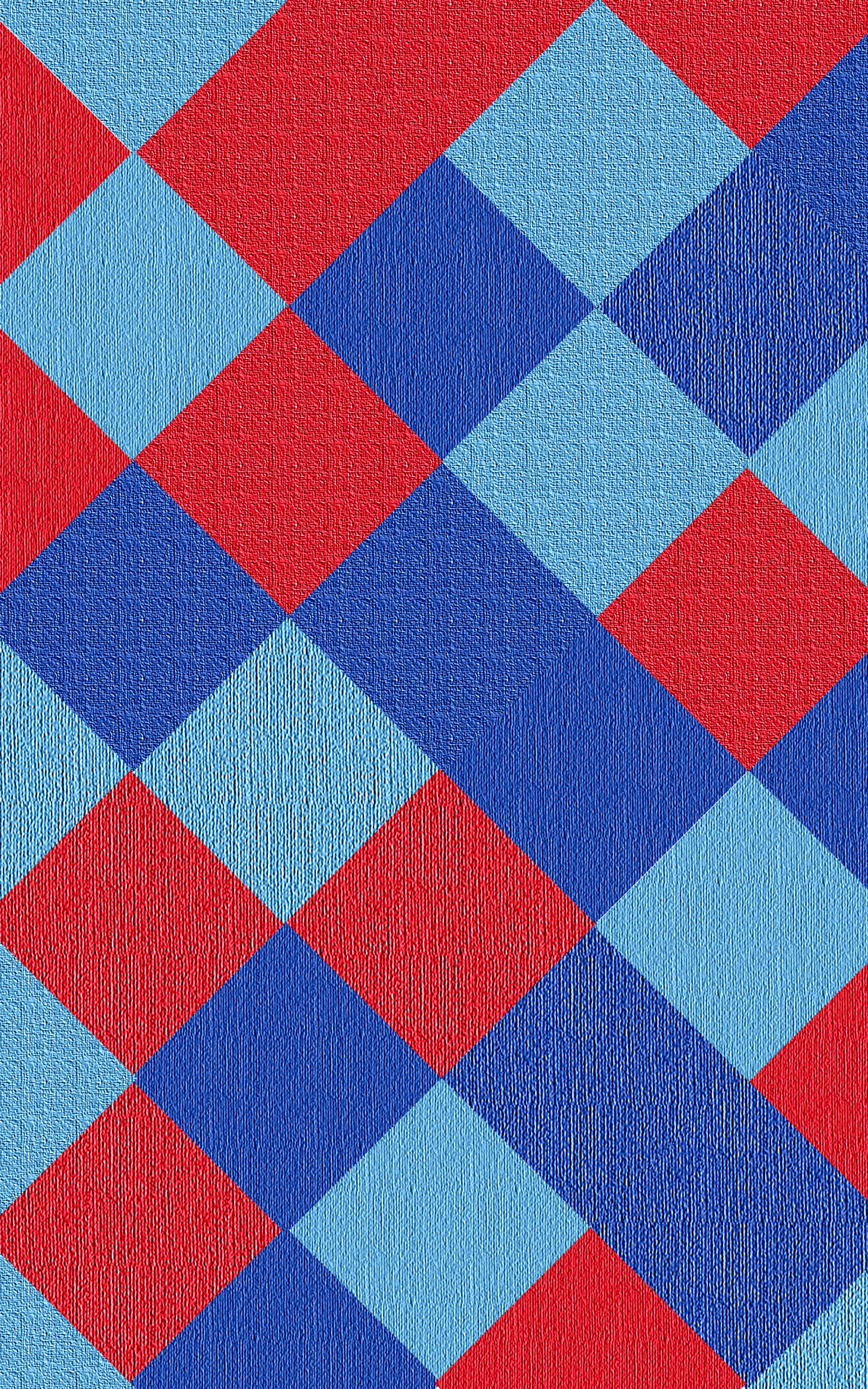
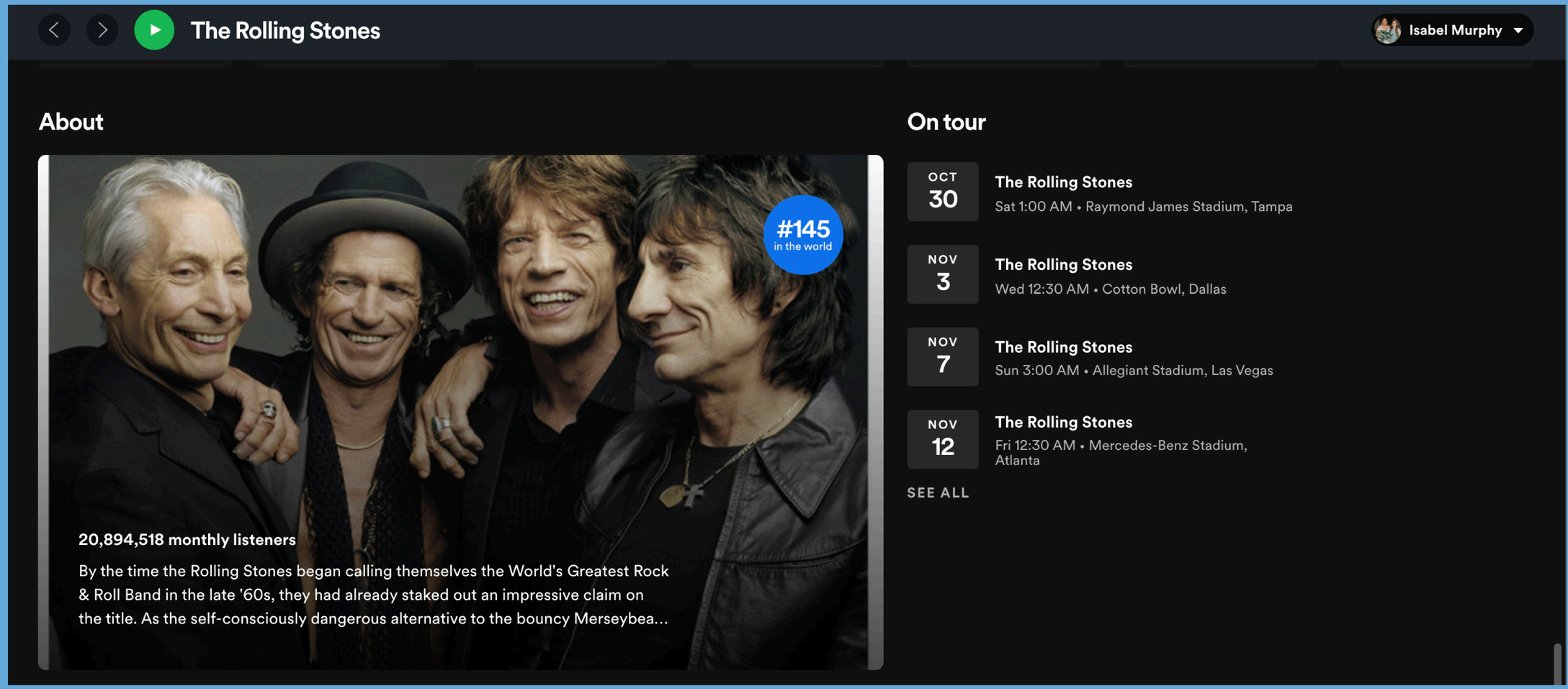


THE DIAMOND SHOW (2022)

The Diamond Show is a one-off performance event that aims to serve as a 60th Anniversary celebration of British Rock band, The Rolling Stones.

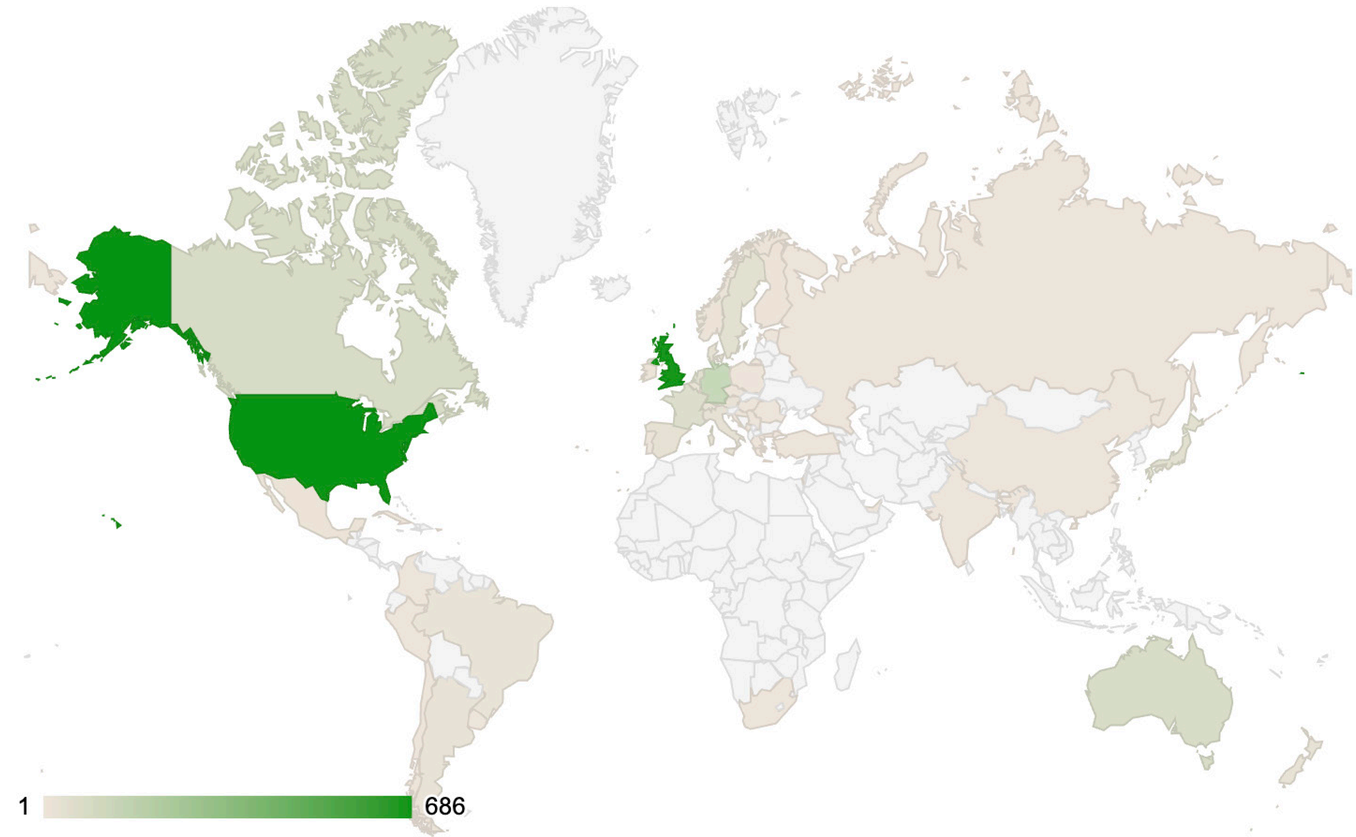
At their debut in 1962, The Rolling Stones were music pioneers of the rock and roll genre and they can even be recognised as one of the worlds longest surviving music collectives. To celebrate their anniversary, the Rolling Stones will play an exclusive one-night concert, full of energy, excitement and entertainment.

The Diamond Show will be sponsored by Levi's and will host the performance at the Levi's Stadium in San Francisco on 26th February 2022, also known as Levi Strauss Day.



#145 in the World, near 11 million followers and 21 million monthly listeners, half the population of CA

Concert Map



Zoom: Whole world

Countries

1	United States	686
2	United Kingdom	668
3	Germany	116

Huge American and South American following and 686 in the US to date...



This is John, resident of California.

John is a retired labourer, he enjoys the outdoors, and spends his free time playing blues guitar or piano amongst the solitude. John often enjoys painting and indulging in joinery. He is an avid Rolling Stones fan, and big collector of their vinyls and has seen the Rolling Stones in concert 5 times.



This is Abi, she lives in San Francisco.

Abi is a fashion blogger, she stayed in SF following her studies and now they work for a culture magazine, writing about fashion and music. She is a self confessed denimhead and loves all things vintage, Abi often patrols thrift stores to find the most unique clothing items she can, as she is very enthusiast about ethical living and sustainability.

Previous Levi's Stadium Performance Statistics

Performance	Year	Revenue	Quantity	Approximate cost per ticket
Grateful Dead 50th Anniversary Show	2015 2 Shows	$21, 550, 000 (£15,632,000)	151, 650	$142 (£103)
Taylor Swift 1989 World Tour	2015 2 Shows	$13, 032, 000 (£9,453,000)	102,140	$127 (£92)
Beyoncé Formation World Tour	2016 1 Show	$6, 201, 850 (£4,500, 000)	45, 000	$137 (£99)
Coldplay Head Full of Dreams Tour	2016 1 Show	$5, 990, 700 (£4, 345, 500)	52, 400	$114 (£82)
U2 The Joshua Tree Tour	2017 1 Show	$6, 270, 000 (£4, 550, 000)	50, 000	$125 (£90)
The Rolling Stones No Filter Tour	**2019 1 Show**	**$11, 497, 000 (£8, 400, 500)**	**48, 000**	**$239 (£173)**

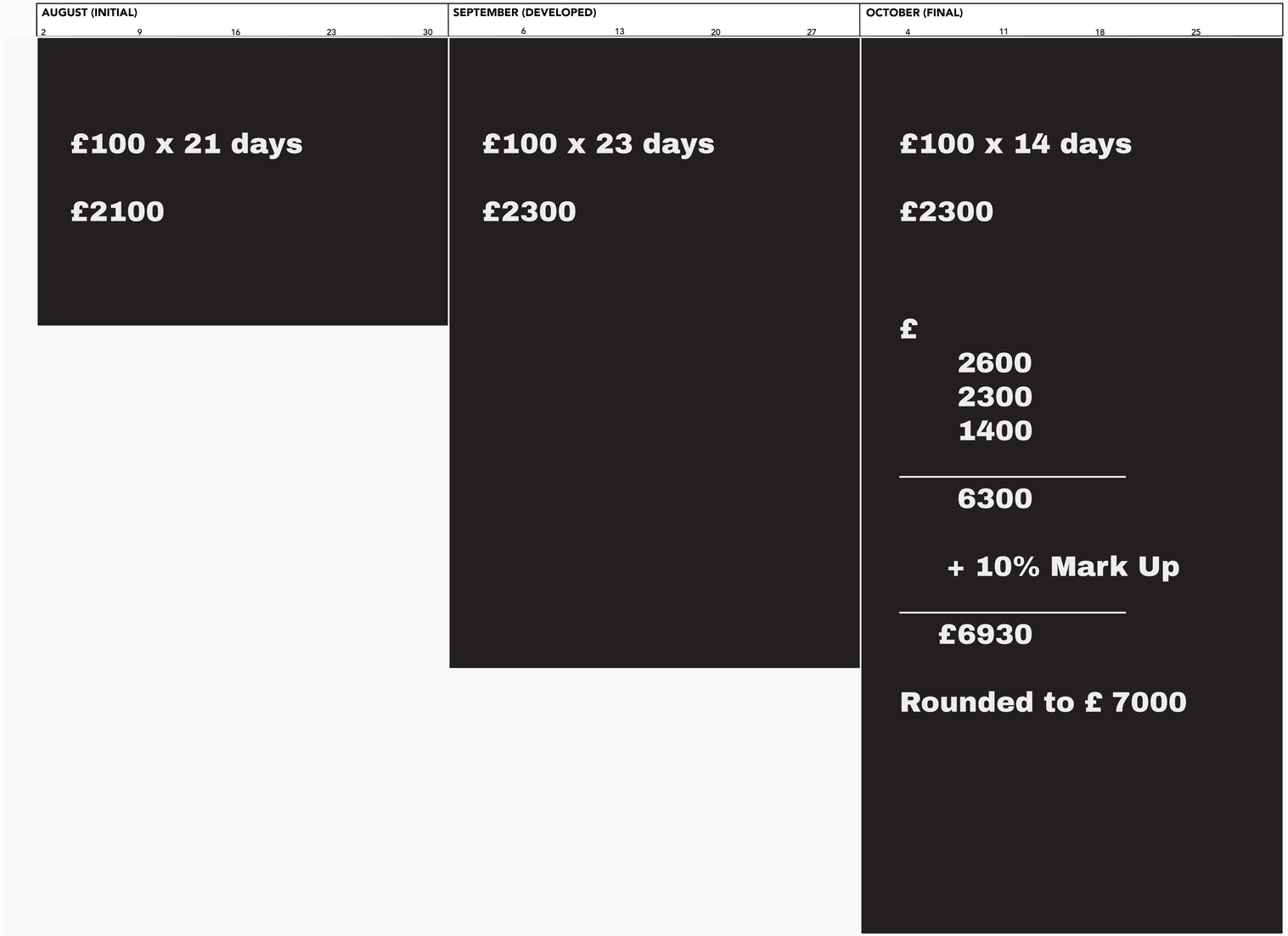
Revenue Estimates for Rolling Stones:

The Rolling Stones 60th Anniversary Tour	2022 1 Show	$12, 000, 000 (£8, 700, 000)	48, 000	$250 (£180)
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Revenue is estimated to be between $12 - 13, 000, 000 (£8.5 - 9, 500, 000)

UK Designer Salary = £22,000

Monthly = £1833.33
Weekly = £458.33
Daily = £91.66 (Rounded to £100)
Hourly = £15.27





AMY HARRIS/INVISION/AP



MICAIAH CARTER / LEVI'S PHOTOGRAPHY

Aa

ARCHIVO BLACK



Aa

ARCHIVO BLACK

Aa

Cornerstore JF

The Diamond Show

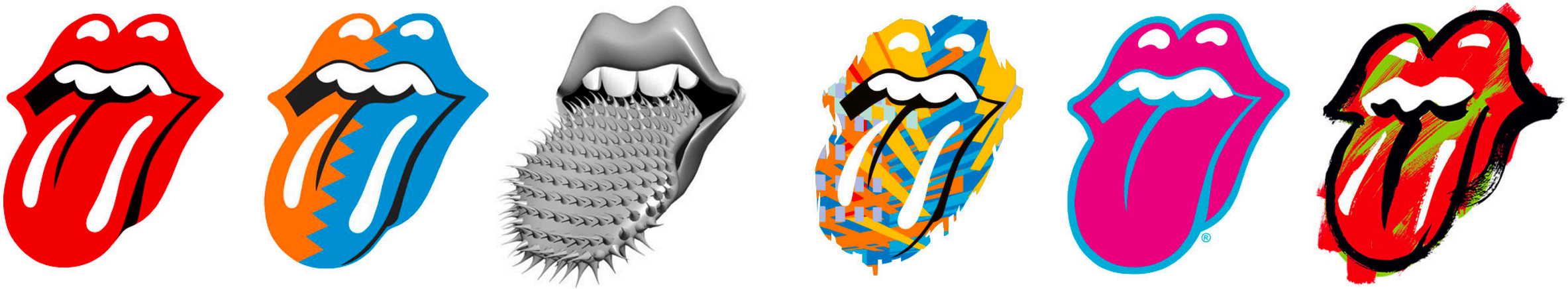
CELEBRATING 60 YEARS OF THE ROLLING STONES

LEVI'S STADIUM, SAN FRANCISO, CA.
26TH FEBRUARY 2022. TICKETS ONSALE NOW

SPONSORED BY Levi's



JOHN PACHE (1970)



THINKFARM (1989 - PRESENT)



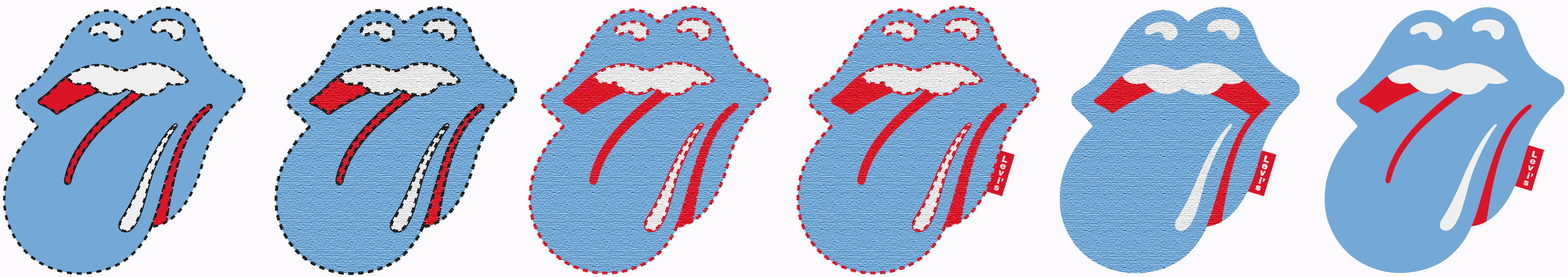
JOHN PACHE (1970)



MURPHY, I (2021)

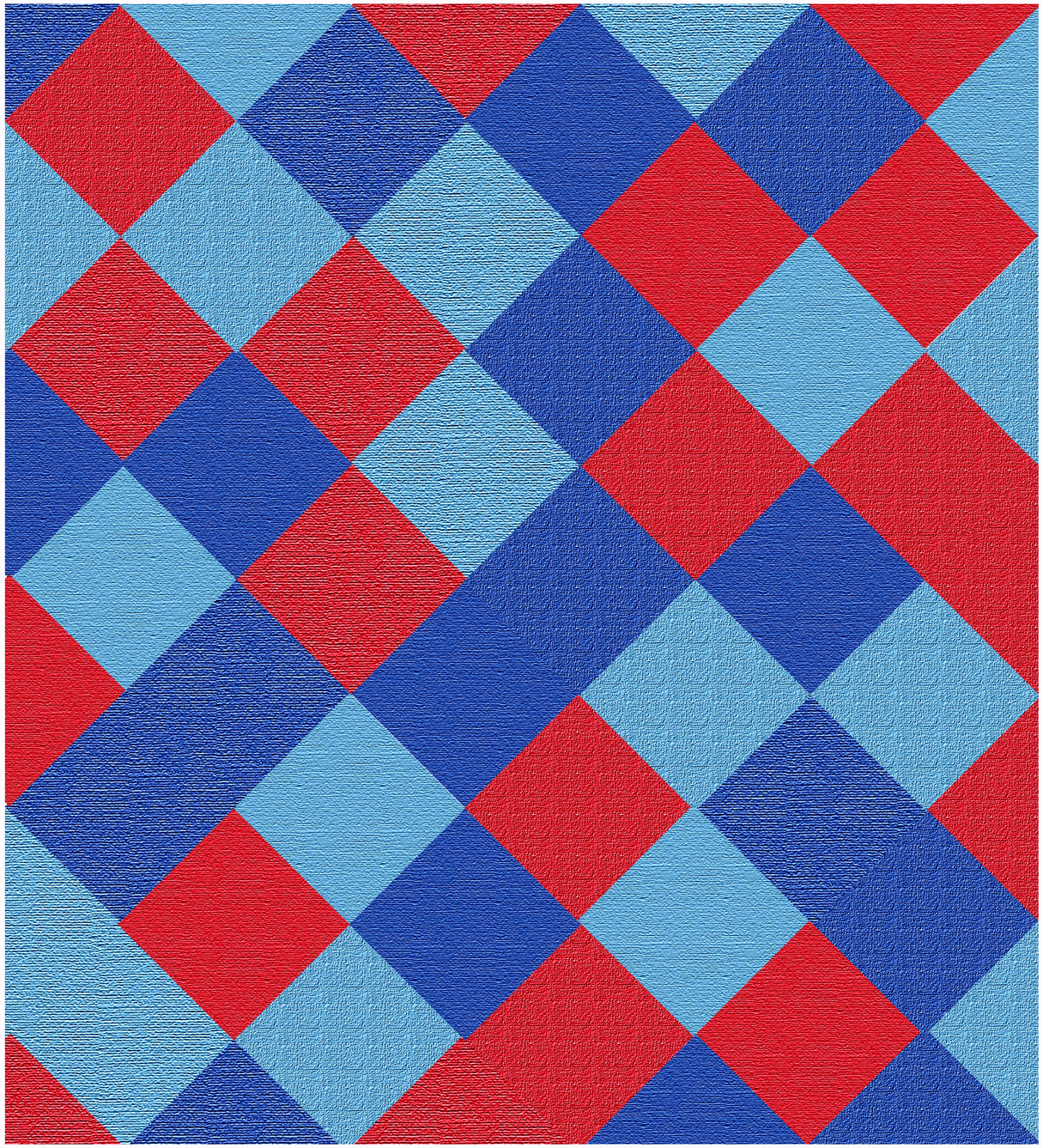





LEVI'S
LEVI'S
LEVI'S


Levi's


therollingstones
The Diamond Show
LEVI'S
CELEBRATING 60 YEARS OF THE
ROLLING STONES
LEVI'S STADIUM, SAN FRANCISO, CA.
26TH FEBRUARY 2022 TICKETS ONSALE NOW
SPONSORED BY LEVI'S
Swipe up



LEVI’S STADIUM

- San Francisco, CA
  Home to the SF 49er’s NFL Team

- Named after Levi Strauss & Co

- Capacity of 68,000

- Played host to concerts from Beyonce,
  Taylor Swift, U2, The Grateful Dead....

  And recently The Rolling Stones.....



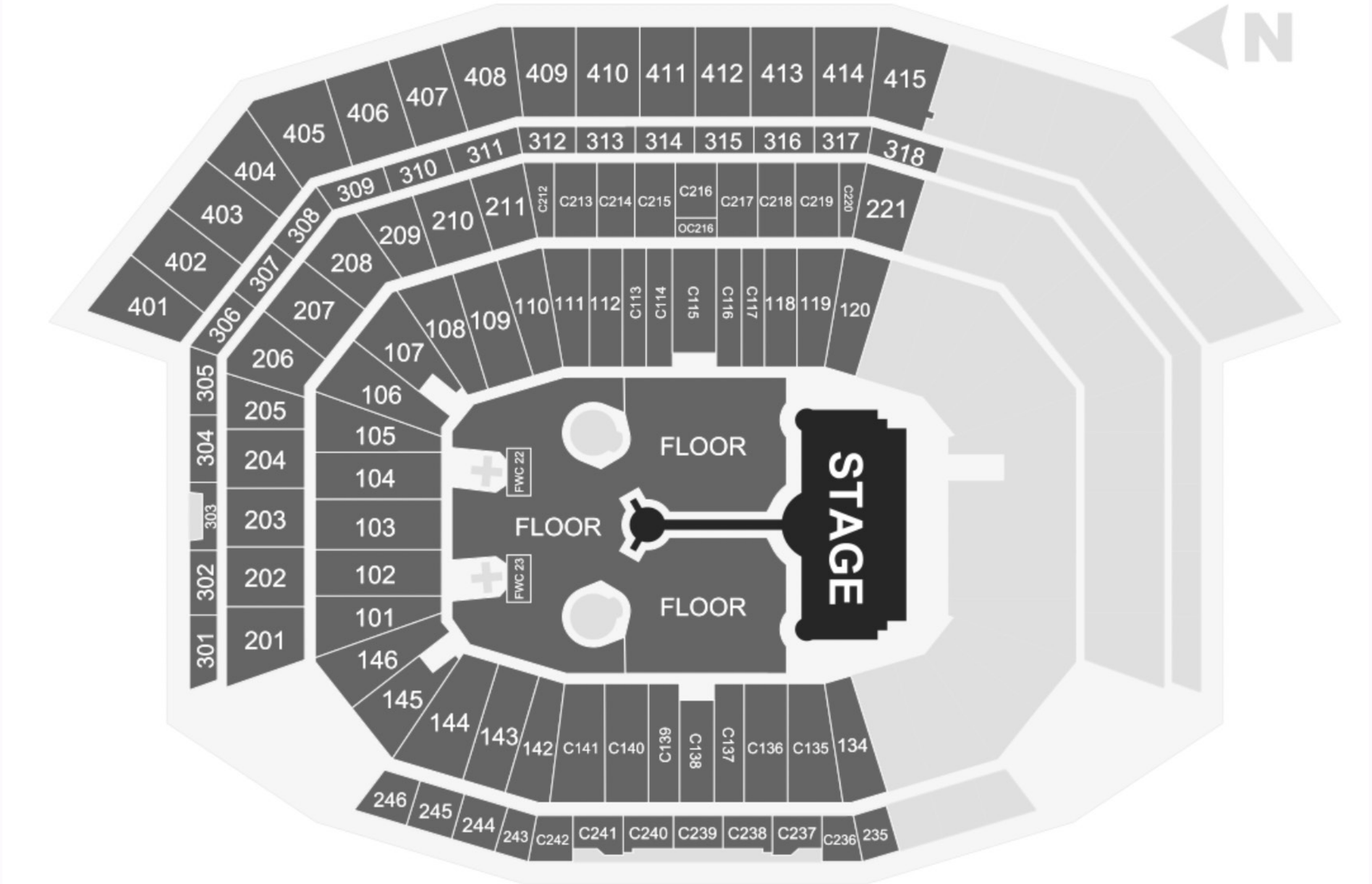
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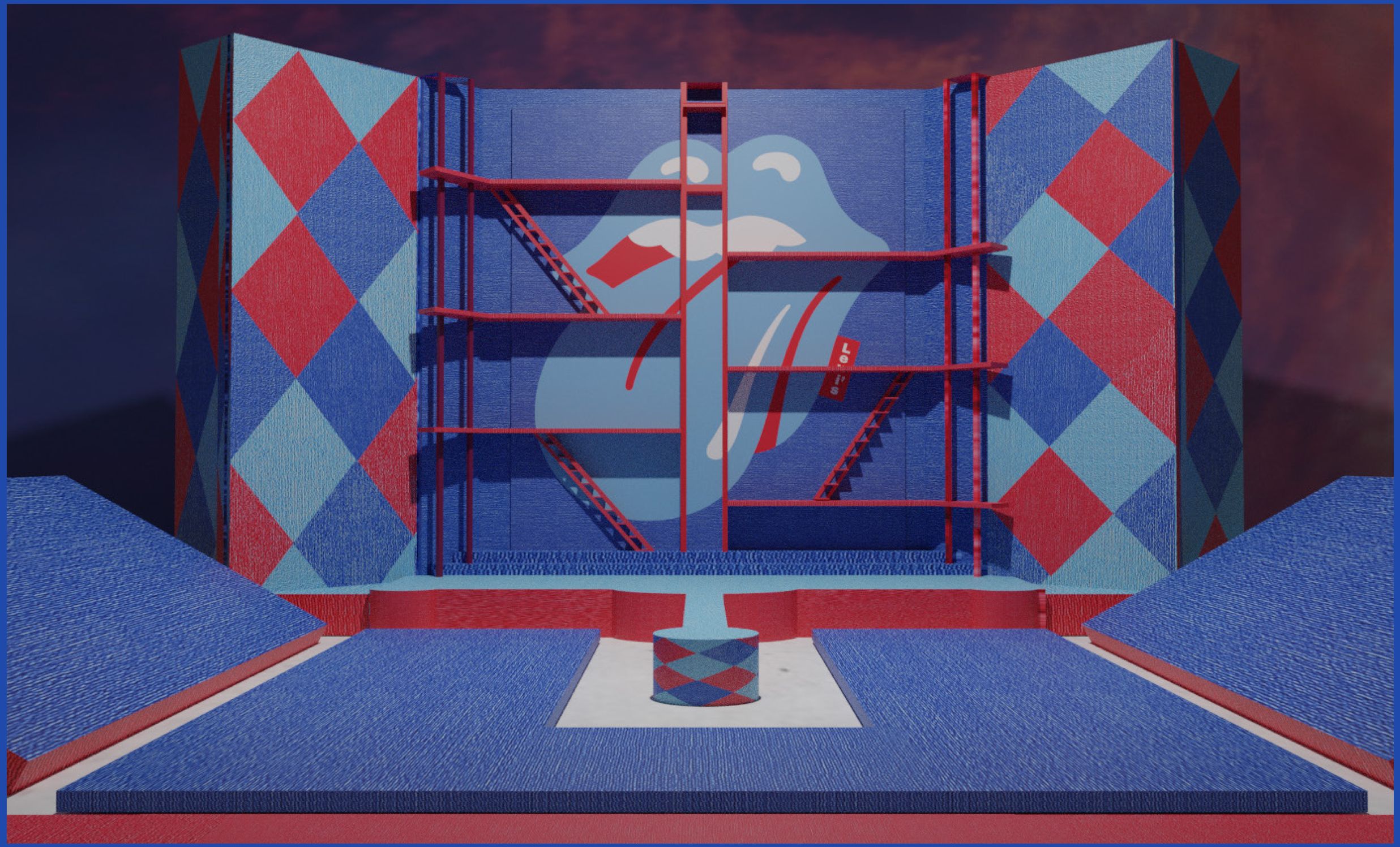
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LEVI'S STADIUM (2016)



PLAY ANIMATION



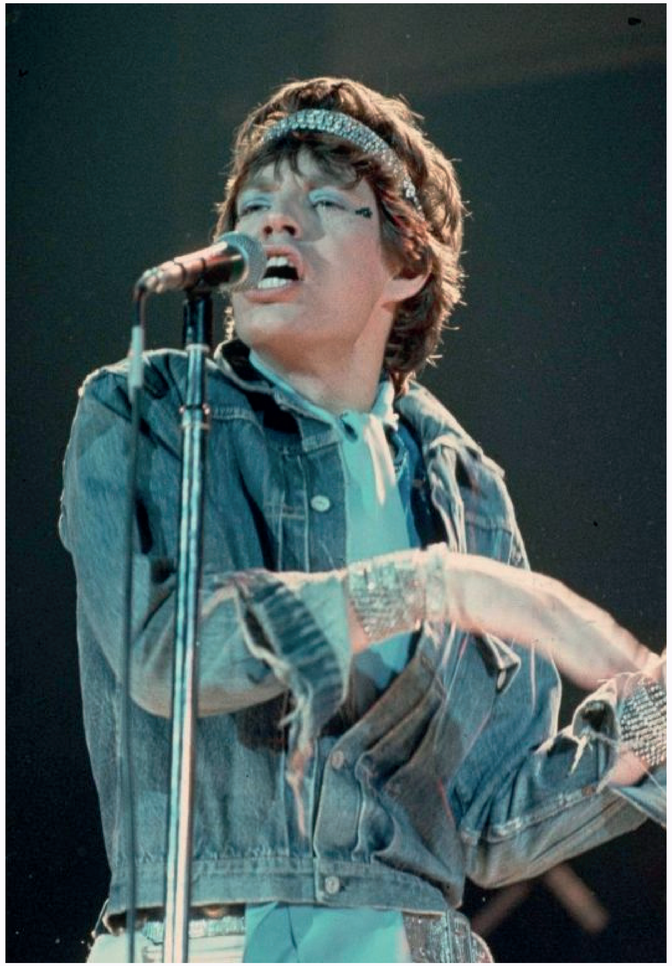
TRACEY PANEK

HISTORIAN AND DIRECTOR OF ARCHIVES AT LEVI'S



TRACEY PANEK

HISTORIAN AND DIRECTOR OF ARCHIVES AT LEVI'S



SPIFF MAGAZINE (2020) JAGGER C.1973

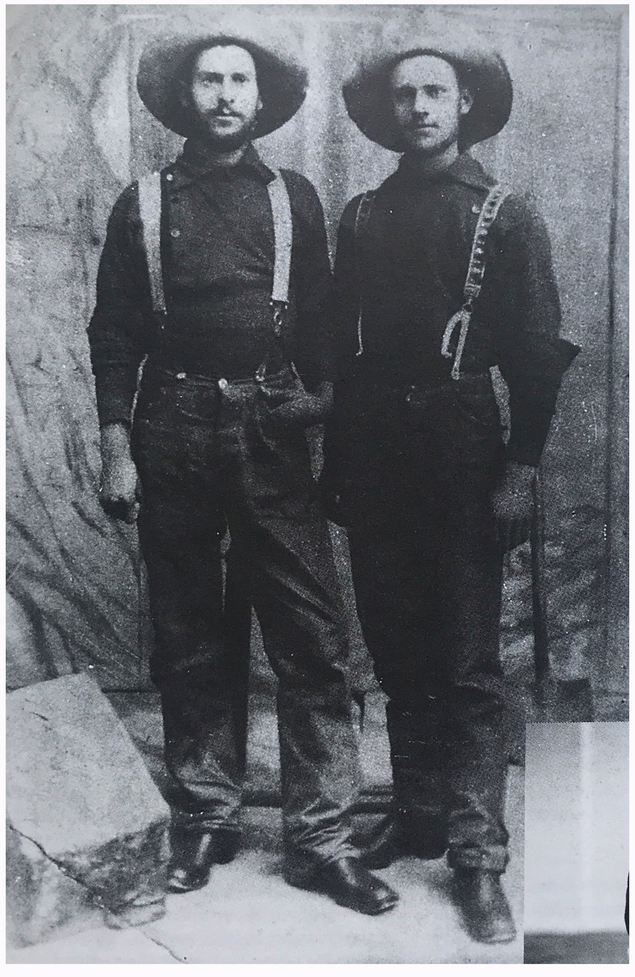


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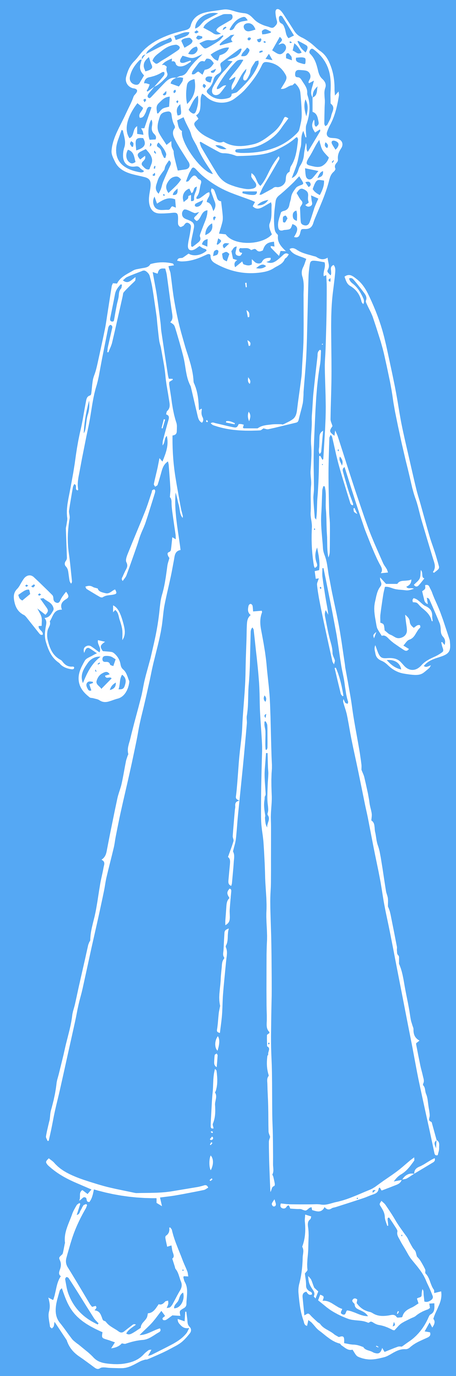
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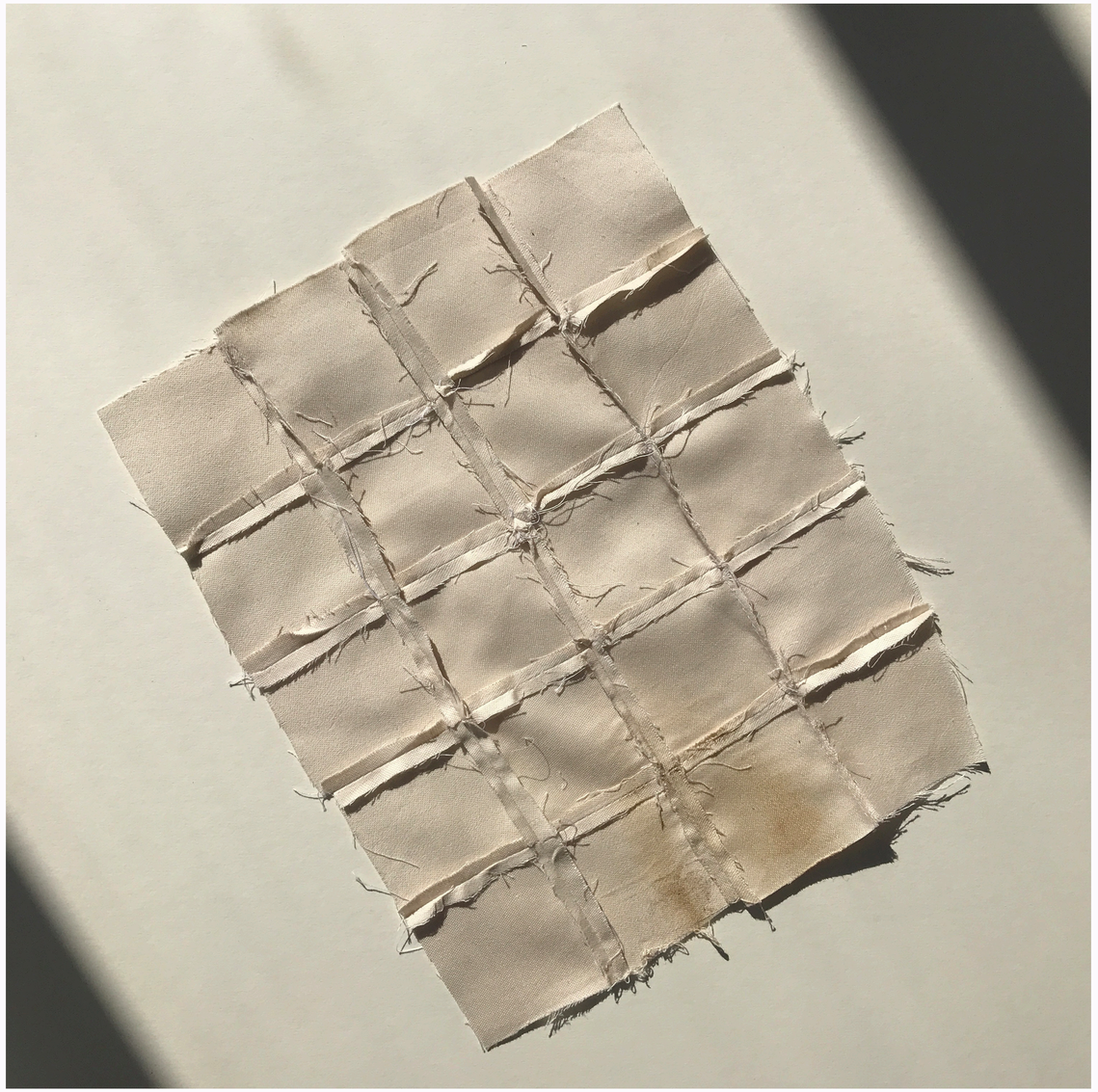
O'HARA (1999) LATE 19TH CENTURY MINERS



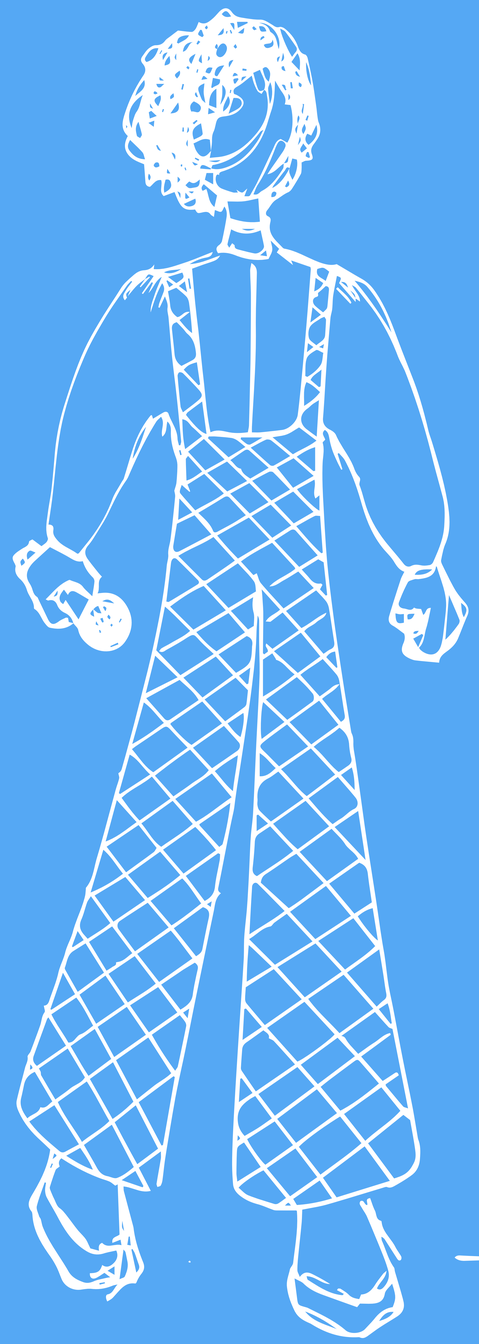
MURPHY, I (2021)



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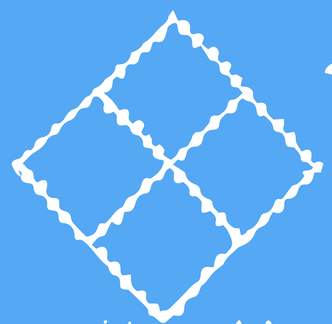


MURPHY, I (2021)



→ consider overall fastening

→ "quilted" denim overalls.
elasticated back.
wide leg.
red stitching



? red sequin to catch stage lighting.

→ consider trimming on ? the hems.

MURPHY, I (2021)



MURPHY, I (2021)



MURPHY, I (2021)



MURPHY, I (2021)



MURPHY, I (2021)



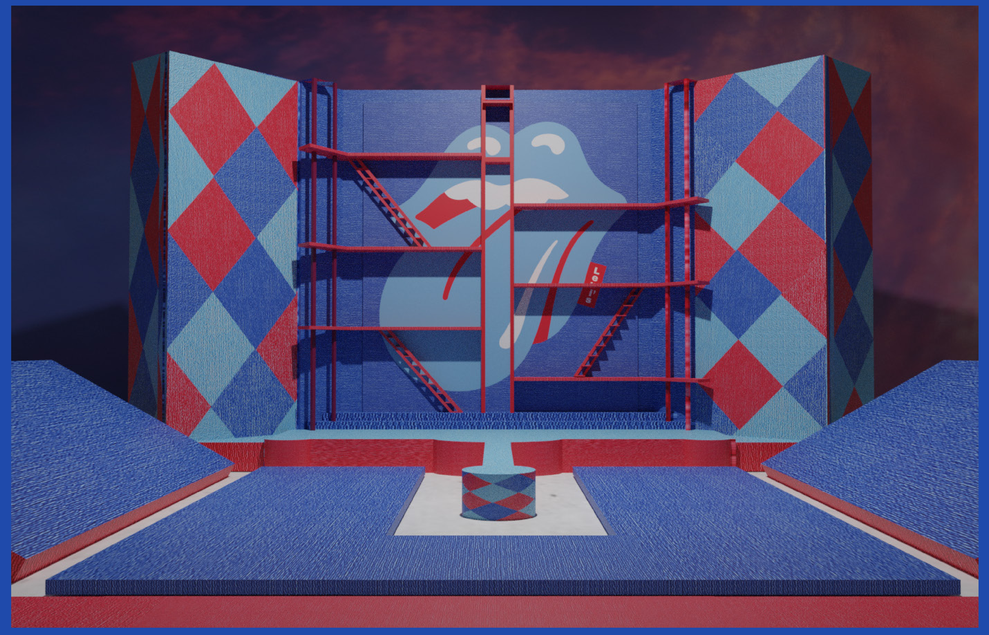
MURPHY, I (2021)



MURPHY, I (2021)

The Diamond Show

CELEBRATING 60 YEARS OF THE ROLLING STONES





Questions, queries or comments?

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