

## **Martina McBride Tour “Shine” Necklace** *Distributor: Music Imprints*

**Objective:** To provide some new ideas for music tour concession items for the Martina McBride Tour promoting her new album titled “Shine.”

Dion participated in a very creative application of custom jewelry with the manufacture of the “Shine” necklace for Martina McBride’s latest tour. The Distributor, a long-time concessionaire manager to world famous country stars, approached Dion to discuss some new ideas for music tour concession items for the Martina McBride Tour promoting her new album titled “Shine.”

The Distributor handled all aspects of tour concessions for Martina McBride and other major country artists, and felt long-time fans needed some new offerings, in addition to the traditional hats, t-shirts and posters generally offered at tour venues. Dion created a full array of jewelry designs.

The Distributor and Martina McBride chose a round silver plated hoop pendant on a black leatherette cord necklace, with the “Shine” logo lacquer filled on the hoop. This piece was sold on the European leg of the “Shine” Tour, as a test run before adding it to the souvenir concession offerings in the States. This item is a great example of working custom jewelry into traditional promotional products offerings.

