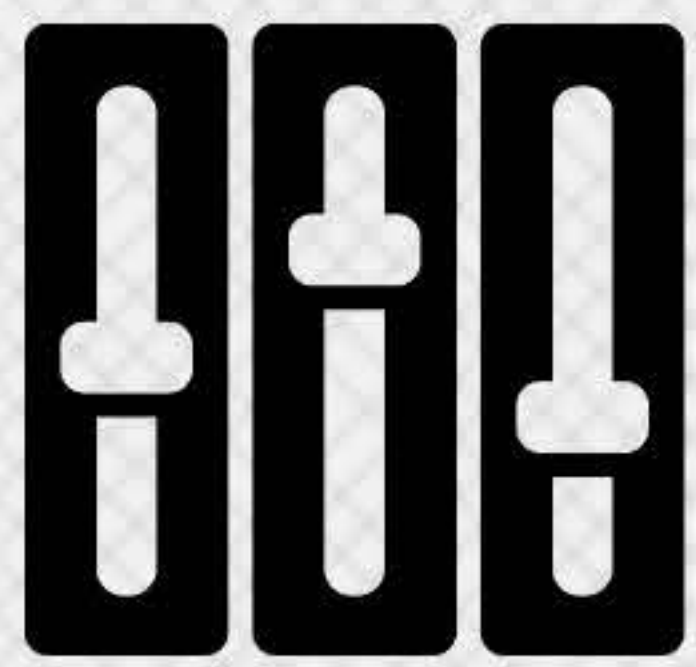


# Wings

Macklemore



Recorded in 2009

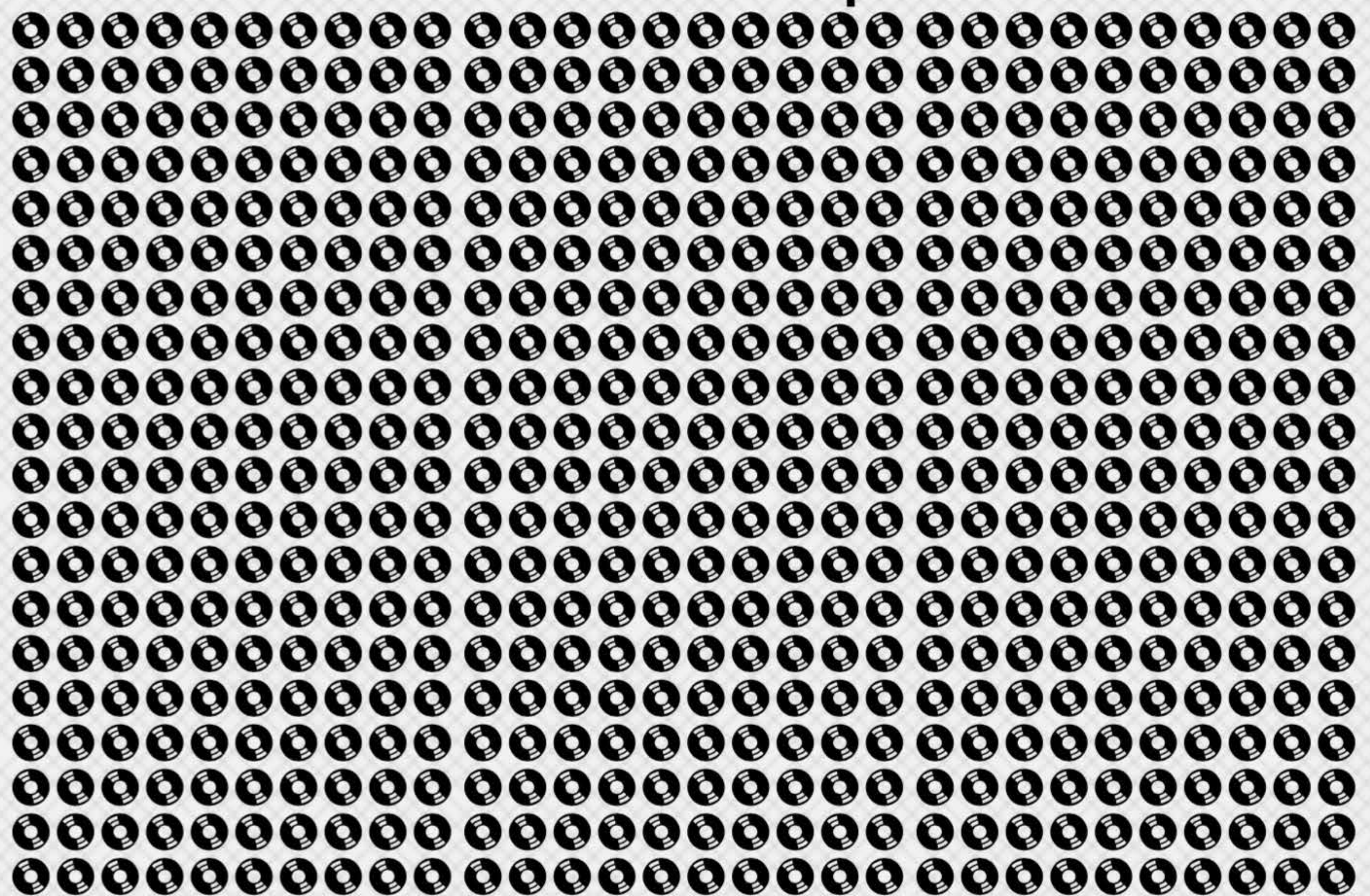


Released in 2011

54million Youtube Views

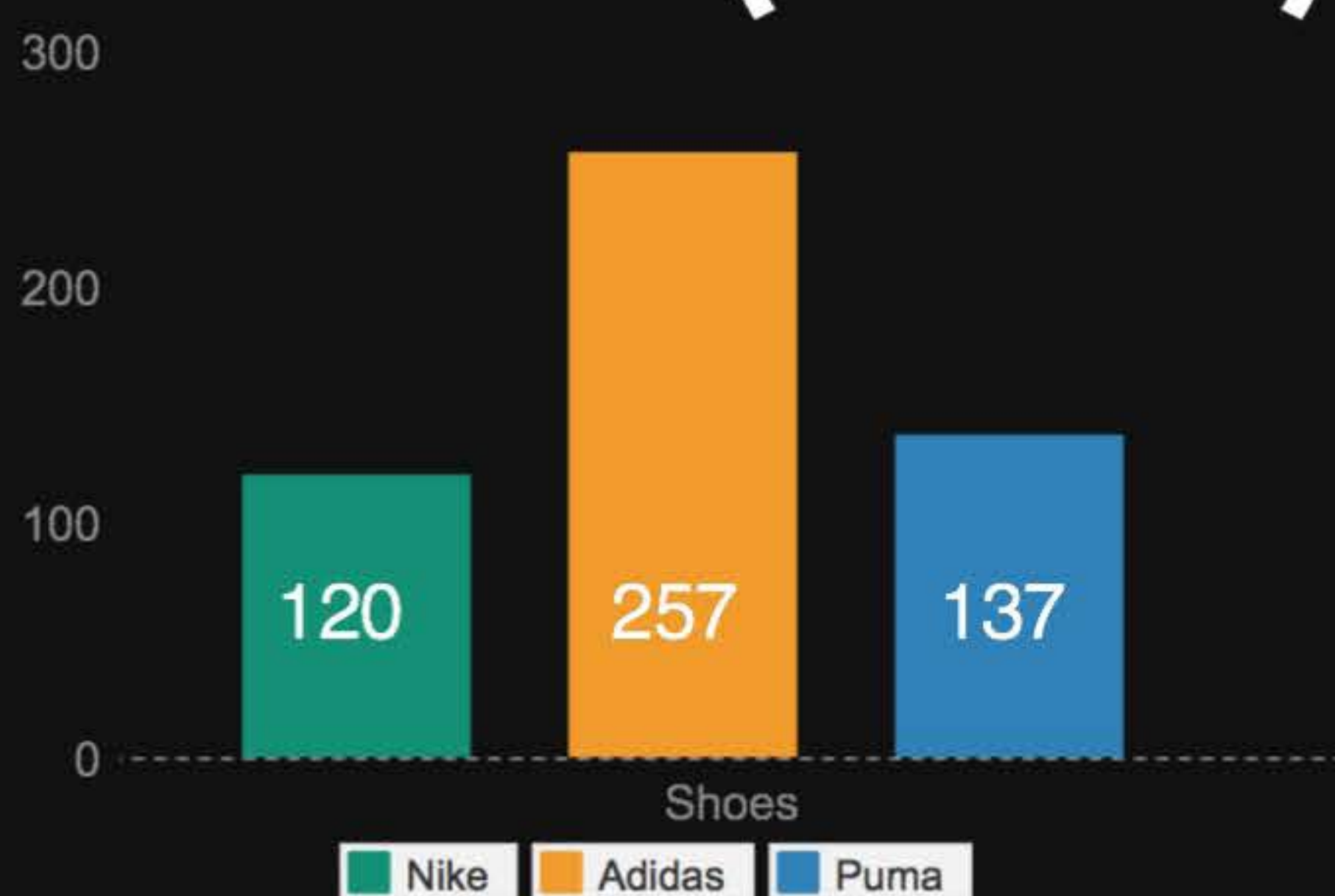


Over 1 Million Copies Sold



"The song "Wings" is about the pursuit of identity through the means of consumerism. The attempt is to dissect our infatuation and attachment to logos, labels, brands and the fleeting happiness that is intrinsically linked to the almighty power of the purchase. The subject I use in the song is shoes, but its aim is to paint a broader picture of being a consumer and tracing the lineage back to my first memory of retail infused desire"

## Shoes Sold (million)



## Factory Worker Salary (\$1)



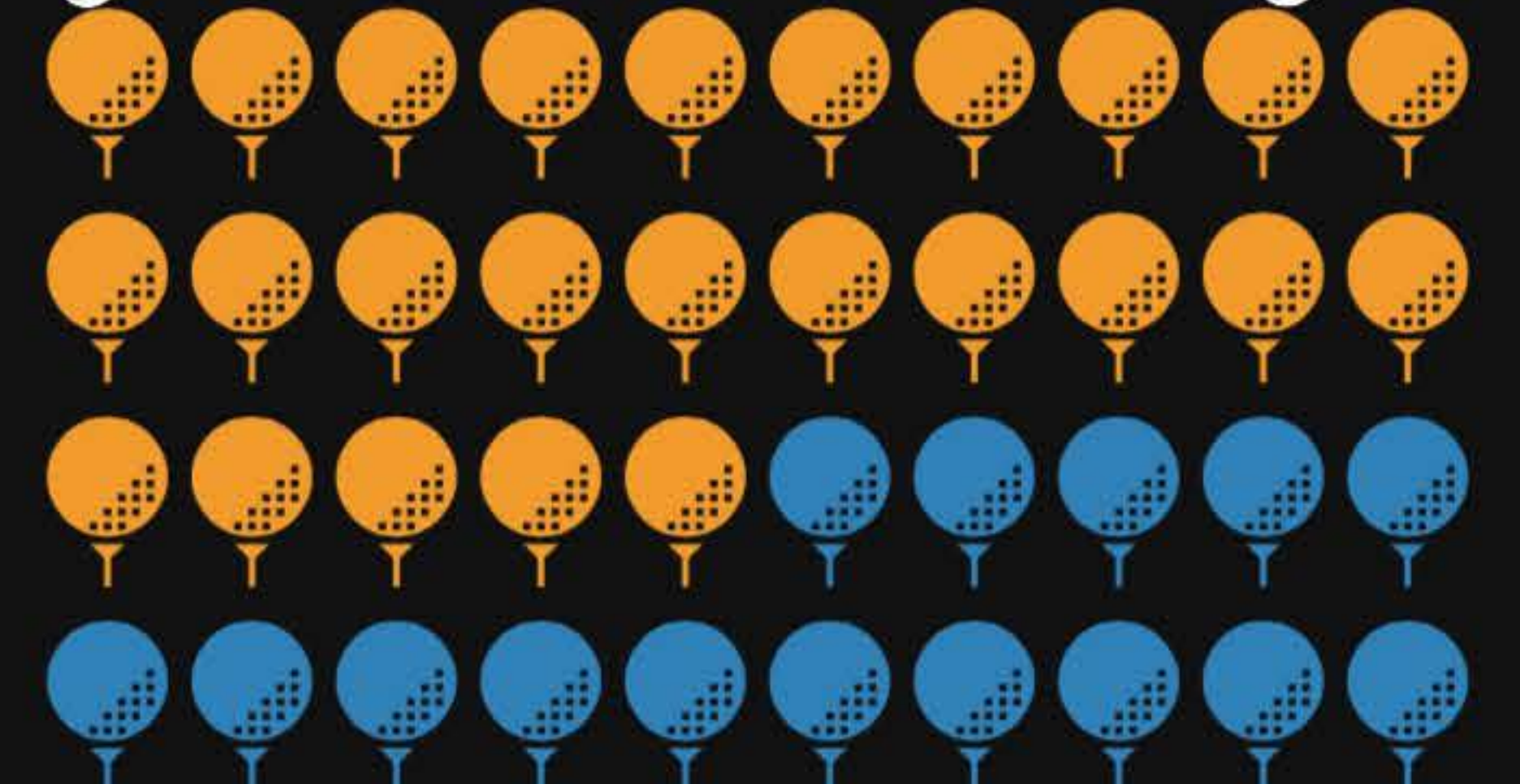
## Largest Endorsements

Jordan - \$60m /year



Rory McIlroy - \$25m /year

Tiger Woods - \$20m /year



"Nowadays people know the price of everything and the value of nothing" -Oscar Wilde