

# With Wall Street Booming, New Luxury Deal Toy Company Launched by World-Famous Trophy Brand

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NEW YORK, Nov. 16, 2017 /PRNewswire/ -- The company best known for crafting the world's most famous trophies, Society Awards, has set its sights on Wall Street. Society Awards Finance Group will bring to deal toys the same Hollywood experience that they bring to their famous clients – including the Golden Globes, Emmy statuette, AMA, ACM and MTV VMA, among many others. The new group will be headed by Dan Rible, who comes with more than a decade of industry experience.



Society Awards Finance Group launches as the world's first ever luxury deal toy brand

Deal toys, also known as financial or Lucite tombstones, are created to celebrate and commemorate the successful close of large financial deals – from mergers and acquisitions, to initial public offerings and debt transactions. Though perhaps curious to an outsider, deal toys are hugely important status symbols within the financial sector. They are a physical manifestation of the immense work that goes into executing a highly-complex deal. Aspiring bankers work feverishly into the night in hopes of launching a prolific career off of their contributions to successful, big-name deals.

While there are no red carpets at the likes of JP Morgan or Goldman Sachs, there are distinct parallels to Hollywood. Deal toys are the investment banking equivalent of Hollywood's most coveted awards. Many deal toys end up in the hands of the world's most powerful bankers and business people – celebrities of their respective fields. Industry titan Carl Icahn, for instance, is known to proudly display his deal toy collection. It's time for these "industry celebrities" to get a piece of the Hollywood glamour.

"Society Awards created a serious, reliable and beautiful brand in an industry that had no strong branding," says Dan Rible, CCO of Society Awards Finance Group. "I've seen the deal toy industry in the most serious of 'ups' and 'downs,' and I can see the industry right now is hungry to fill the premium gap. We're going to shake up this industry just as Society Awards did in the awards space."

Deal toys are also a strong indicator of the strength of our economy – think of it as the "deal toy index." As the

industry has slowly recovered in both stability and image, the deal toy has recovered as well. Significant changes in the financial sector have influenced the industry's structure and conventions. Society Awards Finance Group will set a new standard of deal toys as no brand before.

#### About Society Awards

Society Awards is the premier designer and manufacturer of luxury, custom and limited edition awards. We make more famous, prestigious and televised awards than any brand in history. Our awards and recognition products are individually crafted with an artistry, mastery and attention to detail that has propelled us to become the industry leader. Our work includes the Golden Globes, Emmy statuette, ACM, Billboard, MTV VMA, MTV Movie & TV Awards, The Voice, AMA, CFDA, DWTS Mirrorball and many others.

SOURCE Society Awards