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## THE MEANING BEHIND THE SHEBELIEVES CUP TROPHY

**WNT** Mar 9, 2016

The first iteration of every tournament requires the organizer to determine the format, participants, venues, and of course,

the grand prize.

The 2016 SheBelieves Cup not only allows U.S. fans the opportunity to watch the world's top-ranked women's national teams compete, but also leverages success stories from women in sports, business, arts and beyond, that inspire young generations of girls and boys as they work hard to achieve their goals and dreams.

One of these women is world-renown designer Gabrielle Rein. Rein oversees and curates all design functions for Society Awards. She is also the Creative Director for Viceroy Creative and has worked with famed designers Marc Jacobs, Donna Karan, Milly, John Varvatos, and Dolce & Gabbana, as well as brands including Pepsi, Patron, Skyy, Colgate and many more.

Based on Rein's remarkable talent and proven track record, she was an excellent choice to design the trophy and lasting symbol for everything the SheBelieves Cup represents.

As the 2016 SheBelieves Cup comes to an end, we chatted briefly with Rein to get her thoughts behind the design of the winner's trophy and what it represents.

***ussoccer.com:** What was your inspiration behind the trophy design?*

**Gabrielle Rein:** "My inspiration was to do a contemporary design of a trophy cup. Something that was simple, elegant and abstract."

***ussoccer.com:** Have you ever designed a trophy before?*

**GR:** "I work a lot in the entertainment industry and have several clients there but I had never actually designed a trophy for this

kind of event. It represents a lot to me and is definitely very special.”

*ussoccer.com: What does this trophy represent?*

**GR:** “To me this trophy represents women everywhere and how hard they work to achieve their goals, whether that is on the field or not. I wanted to create something inspiring. That is one of the many reasons why it is so big. Because winning and success sometimes it's a team effort. In soccer, it is a team effort and this is what this trophy, and thus its size, represents.”

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