

Sartonk Awards Belt To Malignaggi

Written by The Sweet Science
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SARTONK's Newest Belt, Commissioned by Barclays Center, Awarded to Paul Malignaggi

12 December 2013, Brooklyn, New York -- The much anticipated local clash between Welterweights Paul Malignaggi and Zab Judah on Saturday at Barclays Center established boxing's first King of Brooklyn. Malignaggi took home the honorary title of "Brooklyn's World Champion" with a commemorative belt specially designed by SARTONK.

Commissioned by Barclays Center CEO Brett Yormark, the piece was awarded in the ring following Malignaggi's unanimous decision victory over Judah.

The belt was inspired by Brooklyn's urban elements and Barclays Center's signature logo colors. Chromed metalwork, studded with sapphire Swarovski crystals, were set on a sleek black strap fashioned of genuine leather.

"Boxing aficionados will recognize the belt's throwback elements, and we wanted that," said Edward S. Majian, President of SARTONK. "We also set out to incorporate the cool flair of Barclays Center, which resulted in a sharp design and distinctly Brooklyn icy shine. Knowing that either Zab or Paulie would take this home was special. Both, through boxing, have risen to inspire urban youth."

True to Golden Boy's promotion, the belt embodied hometown glory as Brooklyn's best. Bernard Hopkins, expressing the meaning of the "King of Brooklyn," remarked: "You may not think this is a big deal, but this is New York... It's bragging rights."

Despite his pride in claiming this coveted title, Malignaggi expressed mixed sentiments: "It was bittersweet because Zab Judah was a guy I looked up to for many years. You have many boxing heroes growing up, Zab was one of the elder statesmen that I looked up to. The win was bittersweet, but it felt good to win the Battle of Brooklyn."

Click [here](#) for an exclusive photo gallery, including pictures of the belt and presser.

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