



Launching a Luxury Collectibles Brand in the Eye of the Storm

BUILDING PARAGON FX GROUP FROM ZERO TO FIFTY SKUs—DURING A GLOBAL SHUTDOWN
BY TYLER HAM



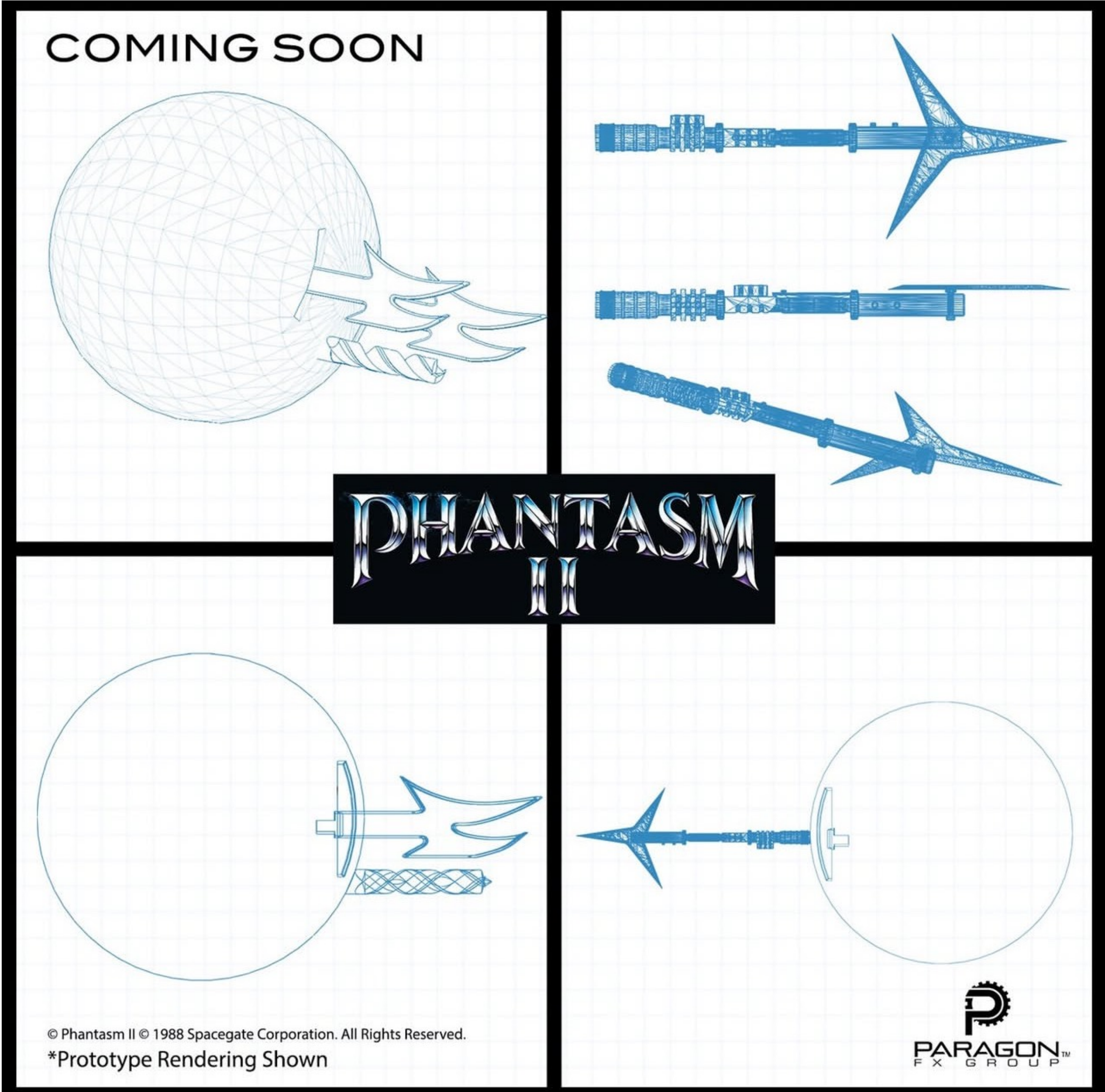
The Challenge and Vision

The Moment

Spring 2020. Everything shut down—retail, conventions, content pipelines. Most of the industry froze. We launched.

The Insight

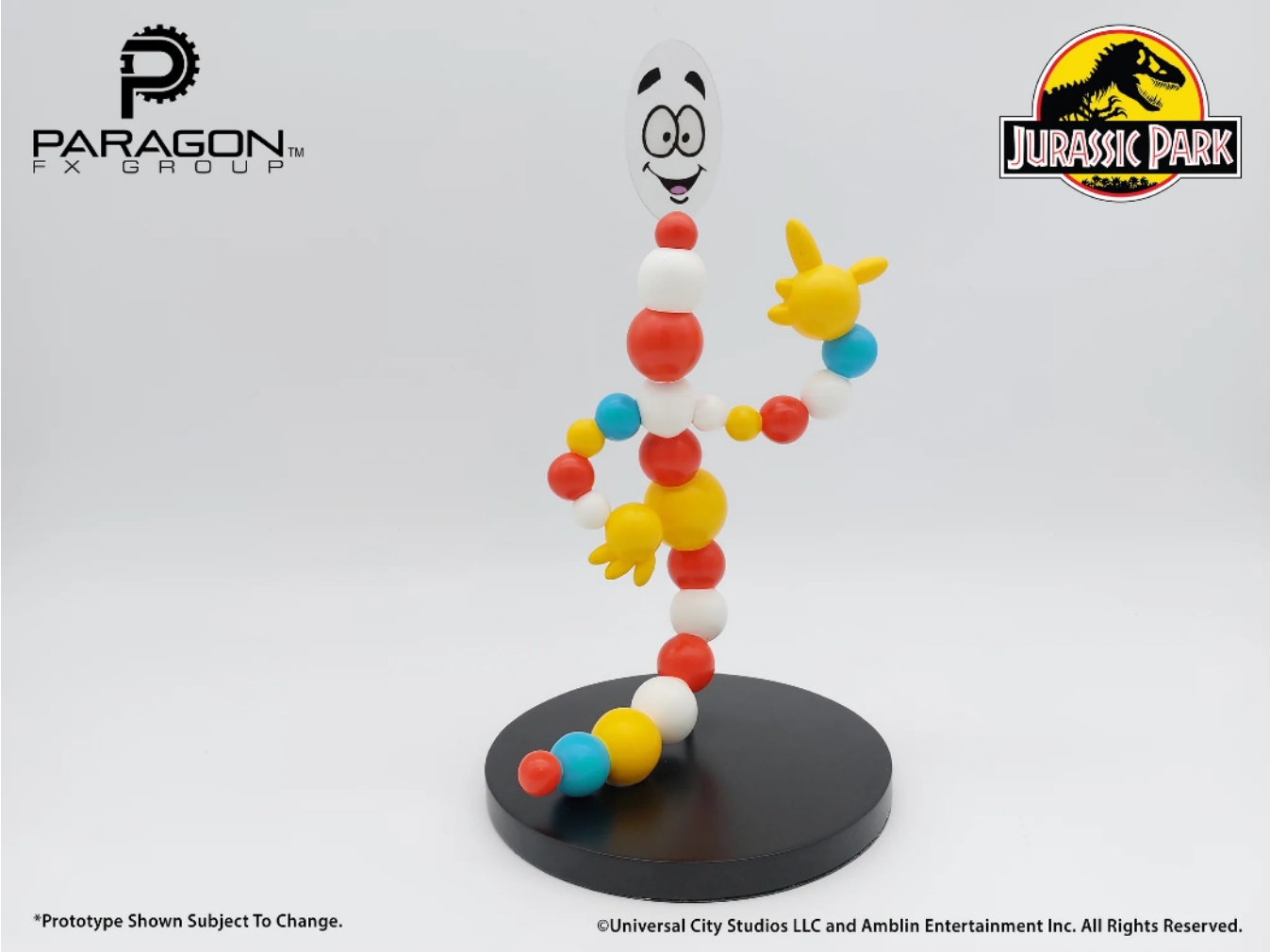
Fandom never stopped. In fact, it deepened. People wanted a physical connection to the stories they loved. So we built a brand to meet that moment: screen-accurate, story-driven, and premium.



My Role

Creative Director & Brand Steward

- Defined brand identity: voice, visual language, product storytelling
- Drove IP partnerships with major studios (Disney, WB, Universal)
- Led product development across 3D, packaging, and go-to-market
- Identified manufacturing partnerships amidst global shutdowns
- Built internal and freelance creative team from scratch
- Served as brand spokesperson and media liaison



Tyler Ham, Creative Director at Paragon FX Group

BY: JOANNA HAUSER MAY 5, 2023

FILED TO: THE FRIDAY FIVE



TOY WIZARDS INTERVIEWS: PARAGON FX GROUP, A NEW COMPANY BRINGING YOU COLLECTIBLE PROP REPLICAS!

Just recently, Toy Wizards was introduced to a brand new company called Paragon FX group, a company specializing in movie prop replicas for the collector's market. Curious to see what they had up their sleeve, Toy Wizards got together with Tyler Ham to learn more about Paragon FX Group and what items collectors can expect to see coming from them soon.



Hi Tyler! Thank you for giving Toy Wizards this interview. Would you tell us a bit about yourself?

Product Highlights

Product Spotlight #1: Jurassic Park Cryo-Can

- CNC aluminum build, pop-up centrifuge
- Highly technical piece for a very discerning audience
- Defined the premium tone of the brand

Product Spotlight #2: Wizard of Oz Ruby Slippers

- Smithsonian-informed details and materials
- Celebrated across collector channels and nostalgia media

Product Spotlight #3: The Batman Glyph Replica

- Direct from studio STL files
- Showcased precision and authenticity



Problems And Solutions

Product #1: The Bat-Shield

When you are making a plexiglass product and the world runs out of plexiglass, what do you do?

That was an issue we encountered while developing the Bat Shield replica.

Solution: Switch over to polycarbonate - a similar but stronger material that allowed us to create a slightly thinner product, while maintaining similar cost per unit. This also gave the product a certain “cool factor,” as now the shield was made from the same material as SWAT team riot shields.



Problems And Solutions



Product #2: The Cursed Money Paw

Cursed, indeed.

A seemingly simple prop became a nightmare as factories were closing quickly and randomly during the pandemic.

Solution: Coordinate with the main factory, and a multi factory liaison in China to have the pieces made in 3 factories, then assembled / QCed back in the main, so production never had to fully stop.

Problems And Solutions

Product #3: The Traveling Ashtray

An iconic piece of horror memorabilia, the Traveling Ashtray from the Creepshow film franchise has a distinct look, and marble pattern. How do we replicate marble veining consistently?

After testing everything from hand-painting to hydro dip film, we decided that the more we tried to replicate the pattern, the worse the results.

Solution: The decision was made to actually make the ashtray out of the same verde marble the original prop was made from. True, the marble pattern would be inconsistent, but the “cool factor” of having a real marble and pewter ashtray replica far outweighed the inconsistency, and the ashtray became one of our most popular products.

And nobody ever mentioned the veining.



Results And Impact

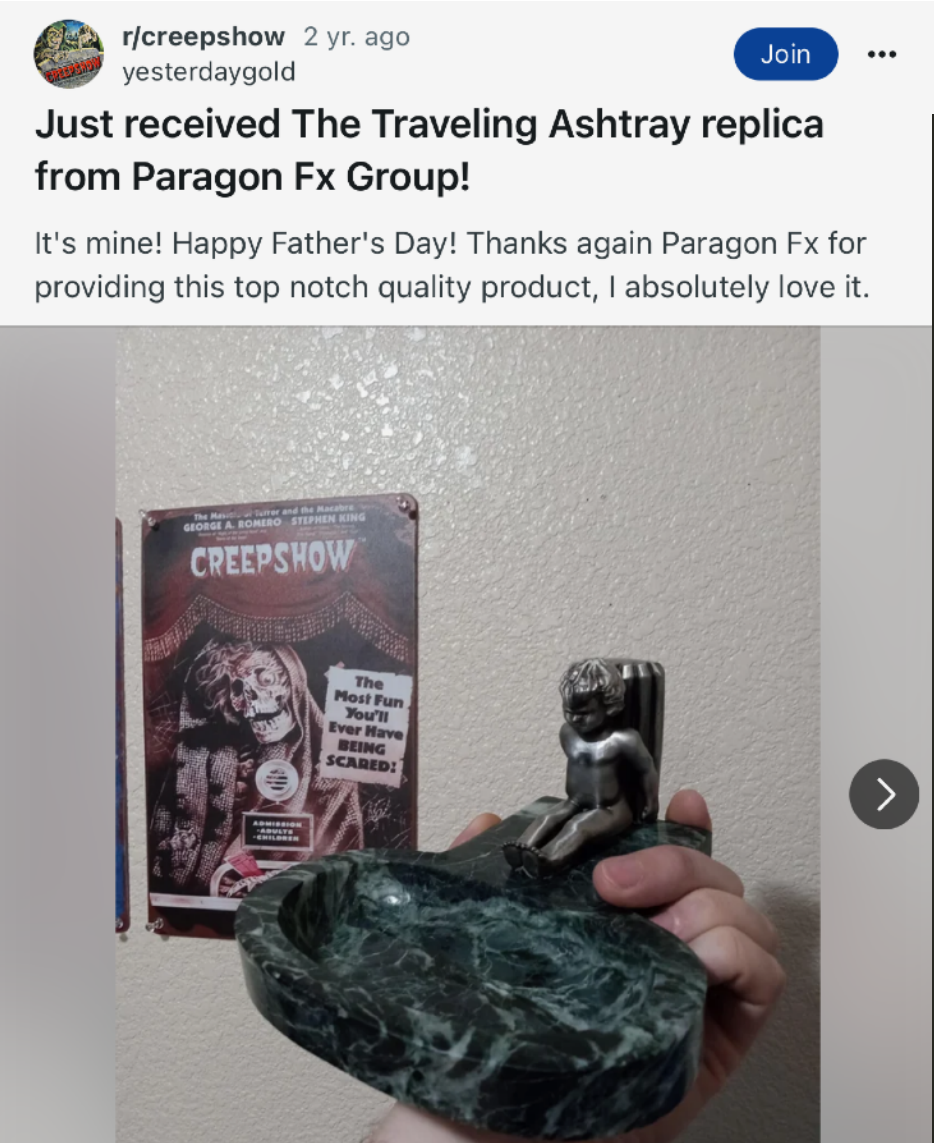
- 50+ SKUs shipped in under 3 years
- 8 major studio licensing partnerships
- Redefined the current pre-order model
- Manufacturing partners in China, India, and USA
- Multiple media appearances and sellout launches

Paragon FX Group Batman Utility Set Aims For Growing Adult Collector Market

By aNb Media 2 years ago



“We weren’t just selling plastic. We were selling connection.”
— Tyler Ham



Paragon FX Group Celebrates 100th Anniversary Of Warner Brothers With Props Spanning The Studio History

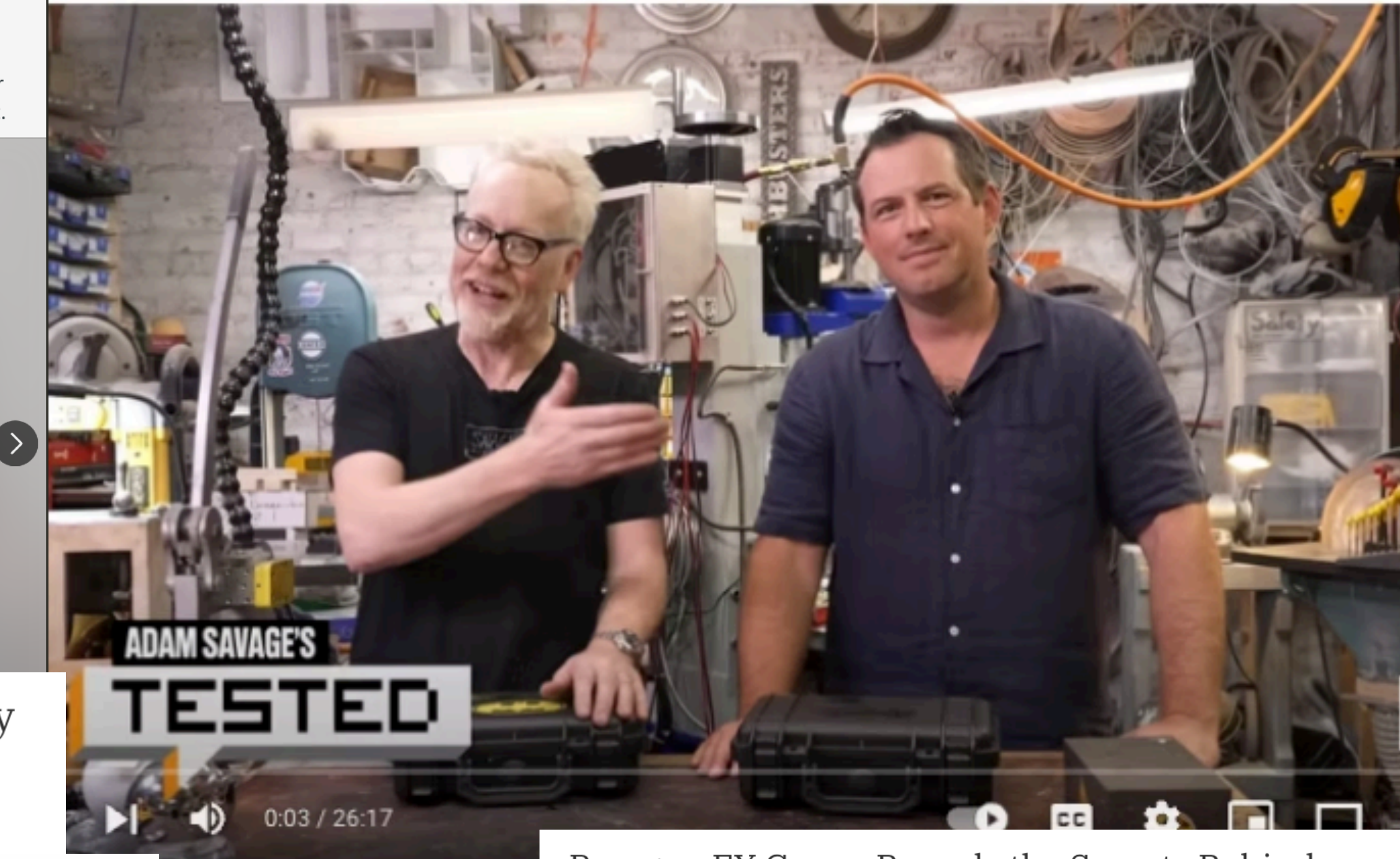
NEWS PROVIDED BY
Paragon FX Group →
May 02, 2023, 08:44 ET

From Wizard Of Oz To The Batman, Paragon FX Group Artisans Re

NEW YORK, May 2, 2023 /PRNewswire/ -- Paragon FX Group is pro
museum quality replicas spanning the studio's rich history.

SMUGGLE DINO-EMBRYOS WITH YOUR VERY OWN BARBASOL CAN IN HONOR OF 'JURASSIC PARK'S 30TH ANNIVERSARY

"Don't get cheap on me, Dodgson. That was Hammond's mistake."



Paragon FX Group Reveals the Secrets Behind Making Goonies Prop Replicas

NEWS PROVIDED BY
Paragon FX Group →
May 31, 2023, 08:49 ET

Artisans Who Craft Museum Quality Collectibles

!Newswire/ -- As Goonies Day approaches on June 7th, marking the 38th anniversary of the film's release, on FX Group participated in a Q&A to talk about their secrets.

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Building Paragon wasn't about riding a trend. It was about recognizing a truth: that even in chaos, storytelling matters. The right product, with the right emotional pull, can cut through anything—even a global shutdown.

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