

Philadelphia's Steven Singer wants to make jewelry stores less intimidating.



[SUCCESS STORY]

# Philly Jeweler Takes Fun Seriously



[Top left] "I Hate" merchandise runs the gamut.  
[Above] The "I Hate Steven Singer" campaign goes mobile.

BY PAUL HOLEWA, SENIOR EDITOR

**S**teven Singer, owner of Philadelphia's Steven Singer Jewelers, created one of the most successful—if somewhat counterintuitive—ad campaigns ever launched by a retail jeweler, and it's still going strong after 11 years.

The "I Hate Steven Singer" campaign had its origins in 1998 when a customer told Singer he hadn't purchased a gift of jewelry for his wife since their engagement nearly

20 years before. With her 40th birthday coming up, several hints made it easy for the husband to buy the perfect ring for the milestone birthday.

The birthday celebration included a couple of surprises. The first was a surprise party. The second was a surprise baby. During a later visit to Steven Singer Jewelers, the wife, still enthralled with the ring, and with the new baby in tow, said: "I love Steven Singer Jewelers."

The husband, anticipating months of midnight baby feedings and countless diaper changes—occasions he had thought were long behind him—replied: "I hate Steven Singer Jewelers." And a campaign was born.

Singer's other edgy (and often suggestive) campaigns include—but are certainly not limited to—the following:

- Singer is a longtime advertiser on the

Howard Stern radio show, and one of his first promotions on the show was the "Size Matters" campaign. Playing on the obvious sexual overtones, the campaign had fun with a central message of impressing a woman with a large diamond. "If you want Tiffany's, we're not it," says Singer. "We like to make jewelry stores fun and less intimidating."

- This year marked Singer's fourth annual "World's Largest Bubble Bath" event. Bikini-clad women, and more recently men donning Speedos, get the chance to navigate through a store full of bubbles to find plastic eggs containing \$50,000 in prizes, including a pricey diamond engagement ring. "The event always gets great coverage,

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Because Jewelers Mutual is the largest insurer in the United States that insures only jewelers and jewelry, this guide is tailored specifically to your needs.

### Jewelers Mutual is a disaster expert for jewelers

No one knows more about the important components of a business continuity plan for jewelers than Jewelers Mutual. Its claim staff has assisted policyholders in filing claims and providing recommendations to protect property from additional damage for nearly a century. *The Hurricane Preparedness Guide* is a product of its experience and resources.

"Every business should have an updated business continuity plan," urged Jeff Mills, vice president of Commercial Lines Operations at Jewelers Mutual. "If you don't have one yet, do it now before it's too late."

To get your own copy of the *Hurricane Preparedness Guide*, visit [JewelersMutual.com/hurricanes](http://JewelersMutual.com/hurricanes).

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[Right, from top] Bikini-clad women line up for a dive in the bubble bath. Three contestants promote the Bubble Bath event for photographers.



[Above] The Wing Bowl ring  
[Right] Steven Singer presents 17th Annual Wing Bowl champion John Squibb with his ring.



not just with radio but local TV stations," says Singer. "This year the local Fox affiliate ran the event for 22 minutes."

- Singer's most successful marketing strategy is sponsoring Wing Bowl, the second-largest eating contest in the nation. Scheduled on the Sunday before the Super Bowl, the annual event is held in Philadelphia's

Wachovia Center where 23,000 fans watch eating champs like John Squibb gorge on chicken wings.

For 10 years, Singer has created a Wing Bowl championship ring, similar in size and detail to a Super Bowl ring, topped with a diamond. Singer also creates necklace and pendant designs for the Wingettes, women who dress up in lingerie or bikinis while escorting Wing Bowl contestants

to the stage.

"This event is scheduled just weeks before Valentine's Day, so we're always busier than normal at this time of the year," says Singer.

To check out some of Singer's other campaigns and promotions, visit [www.stevendingerjewelers.com](http://www.stevendingerjewelers.com) and [www.ihatestevensinger.com](http://www.ihatestevensinger.com). ■

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