



Singelringen is a discrete but clear symbol to others that the wearer enjoys their single status and is comfortable with being exactly who they are, while open to possibilities. The ring also serves as an empowering reminder to the wearer that they are already complete.

Swedish creator, Johan Wahlbäck says, "I grew tired of being told by friends and family that I should be married. There are marriage rings, there are engagement rings, why not a unisex ring for singles?"

Currently over 150,000 singles in over 20 countries around the world wear the sterling silver and blue Singelringen.

History

Johan Wahlbäck, the Singelringen AB founder, introduced Singelringen in Scandinavia in April, 2005. In late 2005, Nikkei, a leading business newspaper declared Singelringen a hot trend in Japan. Buzz about Singelringen built in Brazil, the Philippines, Taiwan and Europe during 2006. Articles about Singelringen have been published in fashion magazines like Elle, Vogue and GQ in various countries.

The USA got started in late 2006 as a hot product selection on the Today Show and has been expanding since then primarily through blogs and word of mouth. In January 2007, a lifestyle column in the Sun Media papers across Canada kicked off Canadian awareness.

Product

Singelringen's clean, modern Swedish design highlights a stylish and functional piece of jewelry. This unisex ring brings together new and traditional material in an outer band of light-catching turquoise acrylic melded to an inner band of solid sterling silver. Singelringen wearers in North America wear the ring on any finger on their right hand or on a neck chain or cord.

A distinctive crescent shape cut into the acrylic signifies the wearer's openness to new conversations, friendships, or romantic relationships. Engraved on each ring is "made in Sweden" along with a unique registration number. This registration number allows the owner to join the Global Singelringen Community, obtain an e-mail at Singelringen.com and communicate with other registered wearers. Singelringen retails for \$59 in the USA.

Great Gift

We get feedback from customers, including celebrities, that Singelringen makes a great gift for friends and relatives. Jennifer Love Hewitt wanted Singelringen for her mother, Tom Arnold for his sister, Ernie Hudson for his sons and Tony Shaloub for his stylist.

Celebrities

Public Figures around the world are wearing Singelringen. Some of those spotted in the USA include: Paula Abdul, Corbin Bleu, Monique Coleman (High School Musical), James Kyson Lee (Heroes), Madeline Zima (Showtime's Californication), Haley Bennett (Cora Corman in Music & Lyrics), Mario Lopez, Juliette Lewis, Terrence Howard (Hustle & Flow, Crash), Maria Menounos (Access Hollywood), Jai Rodriguez (Queer Eye for the Straight Guy), Wilmer Valderamma (70's Show), Hunter Parrish (Showtime's Weeds), Navi Rawat (Numb3rs), Kaley Cuoco (8 Simple Rules), Rex Lee (Entourage), Cris Judd (Dancer, J-Lo's ex), Johnathon Schaech (That Thing You Do), Jonathan Lipnicki (Stuart Little, Jerry Maguire), Vivica Fox (Kill Bill, Major Movie Star), Naomi Campbell, Jen Schefft (Bachelor, Author: Better Single Than Sorry), Jonathan Sadowski (Live Free or Die Hard), Amanda Beard (Olympic Medal Swimmer), Evan Ross (Life Support), Jamie Kennedy (Kickin It Old Skool), Ivana Baquero (Pan's Labyrinth), Scout Taylor-Compton (Halloween), Girls Next Door, Charlie Lapon (designer to the stars), Marla Maples (Ex Wives Club), Pixie Acia (TLC's LA Ink), Gina Marie Heekin (Maniacs), Ashley Rose Orr (Shirley Temple Story), Tasha Smith (Whole Ten Yards), Renee Intlekofer (Project My World), Aber Whitcomb (CTO MySpace), Brooke Langton (Replacements), Michael Politz (The Vegas Eye), Dawnna Dukes (Texas State Rep, Austin), Louis Carreon (artist), Phil Varone (Waking Up Dead) and Justin Klosky (Guiding Light).

Since late July, Mexican consumers are seeing Eiza González (LOLA) wearing Singelringen seemingly everywhere she goes, including her appearance on a major TV show to accept her platinum record, on her latest music video, "Masoquismo" and while starring in the popular soap opera "Lola". Juan José Origel, well-known host of the popular daily celebrity news show, "La Oreja", wears Singelringen on his show. Galilea Montijo, Uriel del Toro, Jacqueline Bracamontes, Vanessa Huppenkothen, Silvia Navarro, Fernanda Arozqueta, Denisse Guerrero, Ingrid Coronado and hosts on "Venga la Alegría" have been seen wearing Singelringen.



Authors

Singelringen is endorsed by authors who encourage singles to enjoy their independence, accept themselves, and not settle for someone who isn't right for them just to be in a relationship.

These authors include: Dr. Bella DePaulo "*Singled Out*," Dr. Karen Gail Lewis, "With or Without a Man," Brenda Della Casa "*Cinderella Was a Liar*," Erin Torneo & Valerie Cabrera Krause "*The Bridal Wave*," Heather Estay "*It's Never Too Late to Look Hot*," Jerusha Stewart "*The Single Girl's Manifesta*," Kimberly Webb & Susan Johnston "*Princess Bubble*," Leslie Talbot "*Singular Existence*," Lynn Harris "BreakupGirl.net," Nancy Slotnick "*Turn Your Cablight On*," Nina Foxx "*No Girl Needs a Husband 7 Days a Week*," Sasha Cagen "*Quirky Alone*," and T. Murray "*Stuck On Stupid*."

"In a world obsessed with coupling-up it can seem like a race to get the "ring" instead of holding out for the right person. This is why the SingleRing is such a great idea. It is a physical symbol of ones own commitment to him or herself and makes a statement that says, 'My life has value and importance regardless of my romantic status,' which is why I love it so much."

- Brenda Della Casa, *Cindarella Was A Liar: The real Reason You Can't Find (or Keep) a Prince*

"Finally, you can give the finger to all your smug married and engaged friends--your Singelringen finger, that is!"

- Erin Torneo and Valerie Cabrera Krause, *The Bridal Wave – A Survival Guide to the Everyone-Is-Getting-Married Years*

"To me, Singelringen is a celebration of singelhood. I wear it and smile."

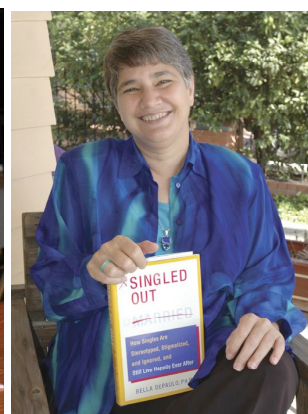
- Bella DePaulo Ph.D, *Singled Out*

"Wearing Singleringen tells the world that you are living life on the 'smart side of single' – that you recognize being single is an empowering life choice, not an unfortunate condition to be overcome or coped with."

- Leslie Talbot, *Singular Existence: Because It's Better To Be Alone Than Wish You Were*

"Just like a New York City taxicab, I teach people how to turn their "Cablight" on if they are single. The Singelringen is the perfect way to do that!"

- Nancy Slotnick, *Turn Your Cablight On*



Customer Feedback

Linda Sherman, Singelringen agent for North America, Central America and the Caribbean, loves getting feedback from Singelringen owners. She says, "Although everyone enjoys their ring, individuals explain what their Singelringen means for them in slightly different ways. Men tend to emphasize the 'signal' aspect of the ring - their appreciation that the ring makes it clear who is potentially available, including themselves. Women see the ring more as an important symbol of their self-worth with or without a man. Everyone we talk to about Singelringen appreciates the fact that if you go into a relationship out of need it is unlikely to be successful. Singelringen provides a reminder to the wearer that they don't *need* a partner."

"I wear three rings and the only one that anyone really ever asks about is Singelringen. You guys did a really good job of making the ring stand out against other normal, decorative rings. I always enjoy explaining the meaning of it."
- Jenn, 20, student, Notre Dame

"Singelringen is soo cool I'm probably gonna buy at least two more just to give to friends and family. I've already had people come up to me and ask " hey what's up with that neato' ring?" then I have the pleasure of explaining it to them. I've met soo many girls who ask about it."
- Joey, 22, DJ, Calgary, Alberta

"I have friends. They feel if they don't have a man by a certain age, they are not a real woman. I feel being single doesn't make me any less of a person. A guy can add to my life but he doesn't define it."
- Carla, 42, executive, Sunnyvale, CA

No one wants to be the first to move. But we agreed that if there was a signal to show that the other party was potentially receptive, we would introduce ourselves more often (flirting really has become a lost art)."
- Jim, 37, web designer, Columbia, South Carolina

"I like the idea of something symbolizing my acceptance, independence and strength as a single, and the ability to see it on (in) others. Being single at 36 is not something to be ashamed of and I am glad that your company has given us something to show others how happy we are just being us."
- Jenece, Vancouver, BC, 36



Contact

We have photos of the ring, celebrities wearing the ring and models with the ring on our web site with high resolution versions available upon request. Authors mentioned here are all available for supplemental interviews.

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