

Q&A with Will Stein, President of the Philip Stein Group

What's the origin of the Philip Stein watch brand? Where did you get the idea of embedding natural frequency technologies in a timepiece?

Rina, my wife, has been in the watch business for almost 30 years, so she has a deep understanding of luxury and a great eye for design. My background and passion is marketing – I love thinking up new ideas, creating new concepts and then turning these into realities. In 2002, we were introduced to frequency technology and immediately saw its potential. We lead healthy lifestyles — we eat organic food and exercise regularly, and so we were very open to the idea of tapping into beneficial technologies and putting these to work improving the quality of life. We didn't yet understand how these natural frequencies worked, but we saw an opportunity to create something completely new, a new niche in the watch industry. Over the last few decades, the watch business has changed remarkably, and we think frequency technology is a logical next step. Fifty years ago, watches were time-telling devices, nothing more. Twenty years ago, they became fashion accessories, and 10 years later, when calculators and the like were added, they became gadgets. Today, the health and wellbeing industry is one of the most dynamic areas of growth worldwide. Encasing beneficial technologies inside a watch is a natural extension of this evolution.

What exactly is natural frequency technology?

Natural frequencies are one of nature's greatest gifts. In a Philip Stein watch, the key frequencies beneficial to life and health are embedded in a [thin metal](#) plate inside the watch. All of these frequencies are proprietary except one — the Schumann resonance of 7.83 Hertz waves per second, which is the earth's chief harmonic frequency and the main resonance of balanced nature, including the human energy field of a person who is relaxed and unstressed. Embedding this and other beneficial frequencies in a watch provides information to the human biofield, making the wearer more resilient and adaptable to stress. The health benefits to the wearer include an increase in what the Chinese call "chi" energy, as well as a perceivable reduction in stress and jet lag, better sleep and improved focus.

What is the human biofield?

The biofield is the master energy field that regulates the body's functions and tells it to relax. The holistic frequencies resonating in the watch inform and, in a sense, "tune" the body, and in doing so, the person becomes more in harmony with the natural earth, more centered and grounded. As an analogy, think of a bell that when struck makes a musical sound. That musical tone is its main resonant frequency, but it is also accompanied by sympathetic resonances, a whole series of overtones. We see the same phenomena with other waveforms. When we wear the embedded watch, sympathetic resonances occur, which means that the human biofield begins to resonate more strongly, and in harmony with nature. This is also the same phenomenon that occurs when a singer sings a note that makes a crystal wine glass vibrate and "sing" at the same resonant frequency.

Why is Philip Stein so popular among celebrities?

Not just celebrities. The watch has definite fashion appeal and appeals to anyone with a strong aesthetic sensibility, especially if they are open and attune to the truest form of luxury: wellbeing. It's true, though, that we did get early and enthusiastic support from business leaders and celebrities like Rupert Murdoch, Madonna,

Samuel Jackson, Doctor Phil and Oprah Winfrey — the Philip Stein watch has been on Oprah's "favorite things" list twice, something that no other watch has ever done.

Where are Philip Stein's strongest markets worldwide?

[Our ~~ur~~ strongest market in the western world is the U.S., Caribbean and Canada.](#)

[Our brand sells in high end department stores, such as](#) Neiman Marcus, Saks Fifth Avenue, [Nordstrom](#), [as well as independantindependent](#) fine jewelers across North America.

[As a result of our strong exposure and distribution in the Caribbean we've opened up the first PHILIP STEIN boutique in Cozumel, Mexico.](#)

[In the eastern part of the world](#) we are extremely strong in Asia, particularly Hong Kong and the Philippines.

Now [we are strengthening our](#) European [distribution](#), starting with the Benelux countries, Great Britain, the Czech Republic, Slovakia and the Ukraine. Later this year we'll be adding other European markets. In the meantime, people in other parts of Europe can access [information about our](#) watches through our website.

You're announcing your European launch at BaselWorld, the nerve center of the Swiss watchmaking industry. That's audacious, no?

We create high-end luxury watches and use top-quality Swiss movements in our Prestige collection, but we are certainly not trying to compete with Swiss brands. We're pioneering an entirely new concept, and our products and approach to business are totally different. The Philip Stein Group is successful because we provide an "added benefit" that no other watch company offers. By integrating frequency-based technology in our watches, we've succeeded in combining the principles of overall wellbeing with a distinctive watch design that can be easily recognized, even from afar. A Philip Stein watch makes a strong statement because of its unique design and striking appearance, but it also helps improve its wearers' quality of life. By developing the idea that luxury not only pertains to the high quality of the watches, but also to an improved and healthier lifestyle — what we call "Responsible Luxury" — we have radically redefined the very notion of luxury. This is new, and very exciting, and Rina and I are proud of our accomplishment.