

on the cover

# HAVING IT all

AN INTERVIEW WITH  
RAMONA SINGER OF  
THE REAL HOUSEWIVES  
OF NEW YORK

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**R**EALITY TELEVISION IS KNOWN FOR ITS UNCANNY ABILITY TO TURN REGULAR PEOPLE INTO STARS. THERE ARE THE FAMOUS RAGS-TO-RICHES ANECDOTES, AS WELL AS THOSE THAT STARTED OFF IN THE LIMELIGHT AND DECIDED REALTY TV WAS THE ROUTE TO MAGNIFY THEIR LIVES AND MULTIPLY THEIR REACH. RAMONA SINGER OF *THE REAL HOUSEWIVES OF NEW YORK* IS A MADE WOMAN. SCULPTED FROM HER CHILDHOOD, SHE TOOK THE LEAP TO BECOME AN ENTREPRENEUR BY THE AGE OF 29, EVENTUALLY RUNNING HER OWN EMPIRE, WHILE COMMENDABLY MAKING IT HOME TO A HUSBAND AND TEENAGE DAUGHTER BY SEVEN O'CLOCK FOR DINNER. RAMONA IS A FUSION; A FUSION OF OLD-SCHOOL TRADITION AND NEW-SCHOOL AMBITION. LAUNCHING HER **TRUE FAITH** JEWELRY LINE, RAPIDLY EXPANDING HER **RAMONA** WINE BRAND, AND BEING A STAPLE PERSONALITY ON BRAVO'S *THE REAL HOUSEWIVES OF NEW YORK*, SHE IS A QUINTESSENTIAL WOMAN WITH THE WORLD AT HER FINGERTIPS. THE DIFFERENCE BETWEEN RAMONA AND OTHERS IS THAT WHEN HER DREAMS WERE WITHIN REACH, SHE GRABBED THEM.



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It may not be far-fetched to describe Ramona as a serial entrepreneur. Her motto and lesson she aims to show other women is that you can have it all. Being married for 20 years, decades-deep into launching a number of successful businesses, and noted as one of the stars of a hit reality television show, Ramona has her hands full. It didn't begin with television, though. "I was an entrepreneur when I came on the show," she recalls. "I already had my own business that I started when I was 29 years old. I came from nothing. I put myself through college. I had no connections. I think if you are just passionate about what you do in business, you'll be successful. And of course, a little luck doesn't hurt."

Ramona is the face of True Faith Jewelry line and is going on her third year with the Home Shopping Network. Unbeknownst to most, her relationship with HSN began with a cold call. She showed interest in working with them and in return, they forged a business relationship that has been rather lucrative for both parties. Today, her jewelry line consists of many affordable Art Deco pieces that speak to a fashionable, yet financially conscious shopper. In February of 2012, Ramona was slated to be featured during HSN's New York Week in which they feature all New York-based designers.

As seen on past episodes of *The Real Housewives of New York*, Ramona's most recent endeavor has been entering the world of wine creation. Her self-named Pinot Grigio, *Ramona*, has been doing exceptionally well. During her interview, Ramona received a phone call from her team notifying her that they received a distribution deal with Target. "The Pinot Grigio retails for anywhere between 10 and 15 dollars," she says. "It's delicious, it's light with no bite—as my husband says—smooth, and it even tastes good warm. I make sure that even at room temperature it tastes good. I'm now working on a red."

In addition to Ramona wine and the extension of the True Faith Jewelry line, she also found time to dive into skin care. "I like looking as young as possible for my age without doing anything radical. I'm in my fifties now and I feel just as good as I did in my thirties. Skin care is very important for women." Ramona admits that it was her age and the sensitive transitions in her skin that led to her launching True Renewal Skin Care Line. Paraben free, and algae based, Ramona swears that it is like food for your skin. She uses it daily as an alternative to the more pricey options of plastic surgery.

Then there is Ramona's universe as a reality TV personality. She believes she has definitely grown with the seasons on the show. "As a personality, I think I'm not as tough," she reveals. "I have more patience with people, so I think a part of me got softer. After watching myself after the first season, I see how I came across a little tough, and it came from my upbringing and background. So when I look at myself on TV, I feel like I'm showing more of my better parts." The background Ramona was referring to included seeing her mother abused as a child. She was candid about this and how it shaped her mentality through adolescence. A sense of self-sufficiency and strength was necessary to deal with those scarring times of her life. In many ways, Ramona flipped the negatives to positives and applied those same traits to her business acumen.

The relationships with the women on *The Real Housewives of New York* cast fluctuate with the day. This was similar to the relationships that Ramona had during last season, especially with Jill. "Last year it got a little murky," she remembers. "I wasn't sure about it. There were situations with other cast mates that got a little tough and sometimes it wasn't fun, but as long as I keep having fun, I'm going to do it."

Ramona has no apologies for who she is. To her, there is a single bigger mission to why she initially agreed to do *Real Housewives* and why she continues to stay with the series. "I did the show to show women you can get older and still be sexy. You can have a great marriage. You can have a great child. You can have great businesses. You can have it all."

Only one question remains: Why not? ♦

