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INSIGHTS INTO DESIGNING AND MARKETING CUSTOMIZED JEWELRY

Susan Eisen Gold Bracelet



⚡ A client of [Susan Eisen](#)'s brought her a well-loved hollow 14k bracelet (right) that she had “worn to death” many years ago. It had inhabited a drawer in the woman’s home ever since, awaiting rebirth. “She wanted something more original and contemporary in design that would wear better,” says Eisen. “We made a new bracelet by melting the gold, pulling wire, and bending, hammering, and soldering—and we plan to add diamonds repurposed from her old jewelry to the bracelet at a later date.”