

# Emmys fashion: El Paso designer Susan Eisen's jewelry shines on red carpet

*By Luis Carlos Lopez / El Paso Times*

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Lauren Parsekian, left, attended the 66th Primetime Emmy Award show with Aaron Paul. Parsekian wore jewelry from El Paso designer Susan Eisen. (Photo by Danny Moloshok/Invision for the Television Academy/AP Images)

**El Paso had shiny and glamorous connections at the 66th Primetime Emmy Awards on Monday in Los Angeles.**

Jeweler Susan Eisen had four of her handcrafted pieces featured on the red carpet during the nationally televised awards show.

Eisen said this is the first time any jeweler from El Paso was featured at the Emmys or any Hollywood award show.

The Emmys are presented by the Academy of Television Arts and Sciences.

"Four pieces of mine went down the red carpet," said Eisen, who owns Susan Eisen Fine Jewelry and Watches at 5857 N. Mesa St. She said her jewelry was chosen after she met Michael O'Connor, a celebrity stylist and style expert.

"I immediately loved the way she played with the different gem stones. I thought it would be a good presentation," he said.

## REPORTER



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Aaron Paul may have taken the honor of outstanding supporting actor in a drama series for his role in *Breaking Bad*, but it was his wife, Lauren Parsekian, who gave *El Paso* its big red carpet break by wearing custom, handcrafted earrings from the "Diamond Vines" collection.

The earrings were 2.25 total carats and have a retail price of \$17,800.

"She wanted something very elegant. She wanted something that wasn't like what other people were wearing. She also wanted something very feminine," Eisen said.

Eisen said she had less than two weeks to design the earrings.

Other celebrities who wore Eisen inspired jewelry were *Access Hollywood* host Shaun Robinson and actress Kate Linder.

Robinson wore a 5 carat handmade diamond chandelier dangle earrings priced at \$73,000, Eisen said.

Linder, of *"The Young and the Restless,"* wore two of Eisen's jewelry pieces. She wore a pair of 3.85 carat diamond and cultured pearl earrings with a retail price of \$38,000.

Linder also wore a handmade abstract gold and diamond ring made from rock castings of the "Franklin Mountain," Eisen said. The ring has a retail price of \$15,800.

"This is the highest compliment any designer can receive," Eisen said.

Eisen said that being in the jewelry business for 34 years, she has learned to cater to the specific and meticulous taste of high-end fashionistas.

"They are things that are unique and are not seen around town that are special for them," Eisen said about Hollywood's fashion sense. "By designing jewelry for the last 34 years, it taught me how to create what the person who is wearing them wants to convey."

Curves were the inspiration behind the jewelry that was showcased at the Emmys, Eisen said.

In the case of Parsekian, Eisen said meeting to her specific needs was challenging.

Usually, Eisen has the comfort of having the customer at her store. This fitting required constant electronic communication between El Paso and Los Angeles, Eisen said.

In order to get the size, shape and weight of the earrings right, Eisen said she had to exchange numerous emails, photos and texts with Parsekian's stylist Melis Kuris.

"They had to be fitted to (Parsekian's) ear," Eisen said.

Following the Emmys, Eisen said Kuris complimented her on the design.

None of the stars who wore the jewelry could be reached comment.

And while she would not name drop, Eisen hinted that one of her Hollywood clients has expressed interest in buying from her collection. The other pieces were to be returned.

"This puts El Paso on the map for having fine design artists," she said.

Local inspiring starlets who want earrings like the ones Parsekian wore Monday, will have no such luck, Eisen said.

She said her store is happy to make custom jewelry, but they are not in the business of duplicating.

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