

## CUFFS

SALES PITCHES  
BY SUSAN EISEN

WHEN SUSAN EISEN scouts cuff bracelets for her two Susan Eisen Fine Jewelry and Watch stores in El Paso, TX, she takes a number of factors into consideration. In addition to having an appealing style and not being mass-produced, the cuffs Eisen purchases must be comfortable. Says the retailer and designer: "Comfort is a big issue. Cuff bracelets can be very comfortable



or very uncomfortable to wear. I always try them on to see that they are wearable." Eisen also looks for how they'll fit in clients' wardrobes: "I like to find things that can be worn with other jewelry or that coordinate with various looks." Finally Eisen looks for bracelets that can be ordered in different sizes or, even better, that fit a lot of different sized wrists.



## SUSAN EISEN SAYS:

• "What a great piece if you like to shine! This bracelet is right in style with all the cuffs we're seeing. It's perfect as an accent piece to wear in the daytime, or with some of your other pieces at night. If you want something really different, this piece is for you."

DESIGNER/MANUFACTURER: Thistle &amp; Bee

PRODUCT DETAILS: As the name infers, this Hammered Dot Cuff is a 2-inch sterling silver design with a hammered surface. On the top and bottom of the cuff design are small sterling silver "dots" for added texture and visual interest.

SUGGESTED RETAIL PRICE: \$375



## SUSAN EISEN SAYS:

• "It's amazing how many designs that come from nature can be re-designed into beautiful jewelry. There really is a place for everything, and departures from the ordinary become a real treasure."

DESIGNER/MANUFACTURER: K.Brunini

PRODUCT DETAILS: From the designer's Object Organique Collection comes this double-vertebrae hinged-cuff-style bangle fashioned in 18K yellow and white gold dragons with ruby eyes.

SUGGESTED RETAIL PRICE: \$14,925