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Susan Eisen Dubbed “Queen of Bling”

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Susan Eisen Fine Jewelry Watches Art and Appraisals won the top honor for the tenth time in a row in El Paso's What's Up Magazine, Best of the Best annual competition.

The emcee at the event, local KVIA sportscaster Asher Wildman dubbed Susan Eisen the “Queen of Bling” at the awards ceremony held July 15. (To see ceremony click on, <http://www.susaneisen.com/Queen-of-Bling>.)

Taking first place over 18 other nominees, including some local and chain stores that have been in business for decades, exemplifies the trust jewelry, watch, and art customers place in Susan Eisen Fine Jewelry and Watches. To win every year since 2005, the year the jewelry category was added, speaks of the reputation and credibility of the store since its inception in 1980.

Since Susan Eisen, a university-trained jewelry artist and goldsmith, founded her first jewelry store in 1980 to showcase some of her own artistic and unique custom designed jewelry creations, along with an art gallery featuring El Paso artists.

She has focused on continually learning more about her field, and takes advanced coursework offered by the Gemological Institute of America, The American Society of Appraisers, and The International Society of Appraisers. Ranked in the top 16 of “America's Best Jewelers” by National Jeweler Magazine, and named “Retailer of the Year” by the Women's Jewelry Association, Eisen's reputation continues to grow over the years and today has customers in many states besides Texas, and including Mexico, England, Thailand, Australia and Israel.

Eisen has written two books, “Crazy About Jewelry: The Expert Guide to Buying, Selling and Caring for Your Jewelry,” Full Circle International Publishing (www.crazyaboutjewelry.net/jewelry-services, \$16.95), and in 2011 released her second book, “The Myth of the Million Dollar Dishrag: An Effective and Powerful Plan to Avoid a Family Inheritance Battle After You Die,” (www.inheritanceexpert.com \$29.95).

