



Press Release: Susan Eisen Chosen as Top 28 “America’s Best Jewelers” by National Jeweler Magazine

by Susan Eisen, GG, MGA, ASA

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National Jeweler Magazine, a widely read jewelry industry publication featuring articles for successful jewelry retailers in the U.S., has chosen Susan Eisen for the second year in a row as one of America’s Best Jewelers. As one of the top 28 jewelers in America, Susan Eisen was chosen to be part of the group in their couture category at an award ceremony held in New York City in July 2009. Ms. Eisen, who is also chairperson of the advisory group, assists the America’s Best Jewelers group whose emphasis is on excellence in marketing, sales, public relations, human resources, and operations. All members were selected as being in the top tier of the 25,000 jewelers in America in all aspects of the jewelry business.

Susan Eisen is the President and Chief Designer at Susan Eisen Fine Jewelry & Watches, a graduate gemologist from the Gemological Institute of America, a Certified Gemologist Appraiser with the American Gem Society, a certified member of the International Society of Appraisers and a senior member and Master Gemologist Appraiser® of the American Society of Appraisers, a title held by only 4 other people in Texas and only 42 in the entire United States. An El Paso native, she founded her first store in 1980, is now located at 5857 North Mesa, and does custom jewelry designing, repairs, and jewelry and fine art appraising. In 2007, Ms. Eisen authored and published her first jewelry book, entitled Crazy About Jewelry!® An Expert Guide to Buying, Selling, and Caring for Your Jewelry. In 2008, Ms. Eisen added a gallery to her store featuring El Paso artists with handmade crafts and gifts.

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Please email for high-resolution images.*