

Kudos



Susan Eisen

International jewelry expert and certified gemologist **Susan Eisen** has released her first book, "Crazy About Jewelry! The Expert Guide to Buying, Selling, and Caring for Your Jewelry," the definitive companion for those interested in purchasing, owning and maintaining a quality jewelry collection. Eisen, an award-winning jewelry designer with 27 years industry experience, owns El Paso-based Susan Eisen Fine Jewelry and Watches and travels around the world managing the jewelry collections of her high-end clients. She is also the inventor of several jewelry-related products including LIFETAG® medical



identification jewelry (www.lifetag.com) for people and pets, Purse Pockets® for keeping jewelry safe during travel and TreasureTrays® for organizing and storing jewelry.

Crazy About Jewelry helps readers learn how to understand their jewelry collections and use them to their advantage. Eisen offers non-traditional tips and strategies on how to manage a jewelry collection, get your significant

other to shop for you, travel with jewelry, recycle old pieces, donate jewelry, complement your fashion with jewelry, assess fine watches, avoid common jewelry buying mistakes, learn inside appraisal secrets, clean and care for jewelry and even what to do with Grandma's diamond ring.

She has been published in trade journals such as Professional Jeweler and Jeweler's Circular Keystone, and her expertise and creations have been featured extensively in national media including Parade and Health.