

# NATIONAL Jeweler

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New York--Designer and jewelry store owner Susan Eisen was featured as an expert in caring for jewelry in a recent *Real Simple* article, "Care Guide for Gold Jewelry."

The article, published in the magazine's February issue, quoted several national jewelry experts on cleaning and caring for gold jewelry. *Real Simple*, which focuses on practical lifestyle solutions for everyday

problems, has about 7.6 million readers.

Eisen said she was featured in the article because the American Gem Society (AGS) recommended her.

"As a master gemologist appraiser with the AGS, I was speaking with its press department recently. *Real Simple* called AGS for quotes, and that's when they suggested contacting me," she said.

Eisen is well known in the jewelry industry, serving as founder and president of Susan Eisen Fine Watches and Jewelry in El Paso, Texas. She has received the Woman Retailer of the Year Award from the Women's Jewelry Association and the Small Businessperson of the Year Award from the Small Business Administration, among other recognitions.

The jeweler's credentials are certified gemologist appraiser of the AGS, accredited member of the International Society of Appraisers, and accredited senior member and master gemologist appraiser of the American Society of Appraisers.

She also is the author of two books on jewelry and avoiding inheritance battles, and is currently serving as national treasurer on the American Society of Appraisers Gems and Jewelry Committee.

Eisen said she enjoyed working with *Real Simple* on the article.

"I think there's a lot of misinformation for consumers about how to clean their jewelry and what to use and not to use," she said. "I love helping the press."

Publicity-wise, Eisen said it's a little soon for new customers to have come into or contacted the store due to the article. She has, however, just distributed a press release about the article locally and nationally and plans to hand out copies of the article at her store.

"We've been featured in a lot of national magazines for a variety of different things. We make medical jewelry, I have two books out, and all that has been featured. We've done a lot of press all over, and of course, we love it, because maybe it will bring more people to the store," she said.