

2010 BEST OF THE BEST

What's Up! Free Entertainment Weekly for El Paso, Juarez, Las Cruces



FREE Entertainment Weekly for El Paso • Juarez • Las Cruces **what's up**

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Best Place to Buy Your Bling-Bling

Susan Eisen Fine Jewelry and Watches



Anyone who trademarks the phrase "Crazy About Jewelry" is clearly cuckoo for precious metals and stones. We suggest Susan think about trademarking "Best Place to Buy Your Bling" as well because she owns this category. But being a six-time What's Up Best of the Best winner isn't Susan's only accomplishment. Earlier this year she was named the Small Business Administration's Small Business person of the Year. Nonetheless, everything about how Susan runs her business is big - from her accreditations and knowledge of jewelry all the way to making sure everyone at the What's Up Dig knew about Susan Eisen Fine Jewelry and Watches. Susan's store carries leading brands like Rolex, Scott Kay wedding bands, estate pieces, Susan's own designs, and last year she re-opened her art gallery.

Susan has also created LIFETAG® medical identification jewelry and places a high value on donating gifts to help raise funds for many local nonprofits. 5857 N. Mesa, Ste. 19, 915-584-0022.

- Runners-up:
2. J. Edwards - 7430 N. Mesa St., 915-833-5806; 1840 Joe Battle Blvd., 915-356-3535.
 3. Johnson Jewelers - 5860 N. Mesa Ste. 118, 915-833-1415; 1320 N. Zaragoza Rd., 915-859-5776.

- Other Nominees
- o Estate Jewelers
 - o Helzberg Diamonds
 - o Jewelry Box
 - o Kay Jewelers
 - o Lacy & Co.
 - o Quality Coin
 - o Ruby Lola
 - o Samuel's Diamonds
 - o Sheldon's
 - o Vanities
 - o Zales

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