

Shop American

Does Made in the USA matter to consumers?

Does the fact that a piece of jewelry was made in the United States matter to the end consumer? That was the question we posed to several jewelry retailers. Here's what they had to say based on their own experiences.

"Consumers don't know where anything is made. You have to bring it up and discuss it with them. It's up to the retailer and salesperson to bring it up. Most consumers don't come in and ask. We believe it's important so we make it part of our training. It really has to be on the store's agenda to make it an issue or not. If it's important to the business owner, it's up to them to broach the subject and make the customer aware."—[Susan Eisen, Susan Eisen Fine Jewelry and Watches, El Paso, Texas](#)

