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## Best Place To Buy Your Bling

Jul 18, 2012



Susan Eisen is 2011 Women of Impact.

Dianne Sierra

### Susan Eisen Fine Jewelry & Watches

"Thank you for interrupting my playtime," laughs Susan Eisen. Winning in this category eight years running almost seems immaterial; she says running her business is all play, all the time. Which means she likely got straight A's in works-and-plays-well-with-others. For Eisen, "play" means keeping up on world events that influence the price of gold, silver and other alloys she uses. It means keeping up on gemology trends via the Internet, and customers. It means staying on top of things from way out here in El Paso. It means not sitting around. It means being competitive. It means playing (sometimes by herself) a good 50-70 hours a week. Just don't call it work. 5857 N Mesa St., Ste 19, 915-584-0022, [susaneisen.com](http://susaneisen.com).

### Runners-up:

2. J. Edwards Diamonds - 7430 N. Mesa St., 915.833.5806, [jedwardsdiamonds.com](http://jedwardsdiamonds.com).

3. Johnson Jewelers - 5860 N. Mesa St. #118, 915-833-1415; 1320 N. Zaragoza, 915-859-5776, [johnsonjewelers.net](http://johnsonjewelers.net).

3. Kay Jewelers - 8401 Gateway Blvd. W, Space Q2, 915-775-0007; 750 Sunland Park Dr., 915-842-9966, [kay.com](http://kay.com).