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Best Place To Buy Your Bling-Bling

Susan Eisen . What's Up Writer May 3, 2008

Two things are forever: Diamonds and Susan Eisen in this category. Holding her crown for the fifth straight year, Eisen has consolidated her kingdom by closing her Eastside location while opening up a gallery for local artists in her Westside store. As a master gemologist appraiser, Eisen founded her business in 1980, which offers a full-service jewelry manufacturer, appraisal library, repair shop and gemological laboratory. This queen of bling has recently published a book titled "Crazy About Jewelry: The Expert Guide to Buying, Selling and Caring for Your Jewelry." Going from grills to getting a job? Eisen can even melt down your gaudy, old gold into something worth wearing. 5857 N. Mesa St., 584-0022.

Runners-up:

2. J. Edwards 7430 N. Mesa St., 915-833-3369.

3. Johnson Jewelers 5860 N. Mesa St., 118, 915-833-1415.

Other Nominees

Claire's

Dave's Pawn Shop

Fox Plaza Shopping Center

Gordon's Quality Jewelers

Kay Jewelers

Lacy Co.

Mervyn's

Ruby Lola

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