

Gem SCENE™

SUSAN EISEN FINE JEWELRY & WATCHES

A major success story in jewelry retailing for decades and still going strong is a store in El Paso Texas, named Susan Eisen Fine Jewelry & Watches. Owner Susan Eisen knew early on that she had to tell a story to attract customers, be it surrounding her own designs or the iconic brands she represents in her jewelry cases and online, or the services she offers.

By Dan Scott



Despite her success, Eisen doesn't rest on her laurels, but keeps reinventing herself and thus keeps unlocking new doors of opportunity for her store and her customers. In addition to a wide range of designers, brands and custom jewelry that the store carries, Susan Eisen also offers other services that are not the norm for most retail jewelers.

She is an expert witness in court and has testified in many cases dealing with the valuation of jewelry for bankruptcy, divorce and fraud. Among her recent appearances was as an expert witness for jewelry patent and trademark infringement issues. Her clients include a national expert witness search firm and attorneys in the United States who specialize in litigation requiring expert witness testimony. She also offers approvals, and her clients in this area include national banks, government agencies, estate professionals and insurance companies. These activities not only position Eisen as the industry expert that she is, but she is also called upon in situations to help others.



Susan also enjoys speaking at various functions. “I have been involved in speaking events from day one. While it takes marketing and persistence, this is a fabulous way to meet new groups of people and expand your

customer base. I especially enjoy being invited to speak about the three books I have written (the third will be released shortly) and to learn from questions posed by the audience. Each engagement has positive results in one way or another,” she says.

As with most retailers, bridal jewelry plays an important role. “I have always sold engagement rings, but for the last several

years I have really put an emphasis on the bridal and diamond departments. I continue to see it grow and have dedicated a good portion of my inventory and advertising dollars to it.”

As a trained gemologist and goldsmith, Eisen’s expertise is very camera friendly and she uses clever marketing when it comes to



popular celebrity events. These campaigns include *Eisen at the Emmys* and *Ten Years of Bling* as well as her partnerships with Screen Actors Guild and the Academy Awards.

“My involvement in Eisen at the Emmy’s has been a thrilling adventure for me as a designer. It has allowed me to design with no strings attached and to be accepted by those who can borrow jewels from any designer they wish. It has cemented my reputation as a celebrity designer and has enabled me to share my designs with my local customers.”

The custom jewelry part of Eisen’s business has grown as a result of these activities and so has her dedication to designing what she wants to create, as opposed to what will sell. “It is a designer’s dream to have total creative freedom and have it accepted and admired.” She recently assembled a team to create the type of jewelry that she loves to design and showcase. “While custom has certain limitations,” she admits, “learning how to turn those limitations into creations that both my customers and I are happy with has been a real joy for me.” (www.susaneisen.com)