

## El Paso's Susan Eisen on the Red Carpet

By V. Villa

Susan Eisen fell in love with jewelry making in September of 1972 as an art major at the University of Texas at El Paso. In studying for her Bachelor of Fine Arts degree, she had to take many different studio art courses including sculpture,

ceramics, life drawing, design and printmaking. Needless to say, something happened when she made contact with metal in her Art Metals class. She learned how to bend it, shape it, solder it, file it, and polish it. It came to life. Ever since then she has loved making and designing jewelry in her retail store

she opened May 6, 1980 in an old refurbished home in the museum district of El Paso. Never having imagined she would own her own jewelry store someday with no real business experience, she began creating her own designs at the bench and little by little, due to customer's requests, learned about gemology and appraising. She attended one week classes, and did home study with GIA to become a graduate gemologist and for the past 38 years, she has grown to love everything about the jewelry business. From the technology end and social media and advertising to the many experiences she has had getting to know her customers and hearing their stories, every minute has been a labor of love.

Throughout her career as a retail jeweler, she gradually lost touch with her love of designing and moved into the retail world of hiring and firing, buying, advertising, inventory control, etc. and started representing other designers in her store. Six years ago, while writing her first book entitled "Crazy About Jewelry-The Expert Guide to Buying, Selling and Caring for Your Jewelry" she connected back to her love of designing jewelry and started doing it again. After reading about celebrities wearing jewelry designed by jewelry artists in the industry, she decided to take a plunge and give it a try. The first award show she was accepted into was the 2015 Emmy Awards, and she was asked to design a pair of unusual diamond earrings for Aaron Paul's

wife, Lauren Parsekian, to wear at the show. Lo and behold, Aaron Paul won the Emmy for "Breaking Bad" that year and pictures of him kissing his wife, holding the Emmy award,

surfaced on the internet that year. Subsequent to that, Ms. Eisen has had over 50 pieces walk the red carpet by celebrities including stars on "Bachelorette", "Fashion Police", "Miss America", "The Academy Awards", and the "Screen Actor's Guild Awards". Having celebrities and their stylists choose her designs to accent their couture gowns has inspired her to continue creating one

of a kind pieces with unusual gemstones and diamonds, and she has created several collections in her store based on the styles worn by the celebrities.

Her second book was based on the stories she heard from customers about family inheritance battles. This persuaded her to write her next book entitled "The Million Dollar Dishrag-An Effective and Powerful Plan to Avoid a Family Inheritance Battle After You Die" which includes stories and suggestions on how to be sure the jewelry and other collectibles don't cause a family breakup when someone dies. This book opened up more opportunities for her to visit with her customers and see their heirlooms and offer suggestions on what to do with them.

"I am honored to serve as Vice President of the Texas Jewelers Association, the only representative who has ever served from El Paso" she said. "As a woman designer and jewelry entrepreneur, I look forward to getting to know more Texas Jewelers and motivating them to try new ways to influence the jewelry world with a positive Texas spin!" said Ms. Eisen. Stay tuned for more Eisen designs to walk down the red carpet to come and take advantage of your association with other Texas Jewelers so everyone can learn from each other on how to reach new heights and advance to what's new ahead.



Aaron Paul, winner of the Emmy for "Breaking Bad" and his wife Lauren Parsekian wearing Susan Eisen couture diamond ear climbers.  
<http://www.youtube.com/watch?v=CaF0n0gDA>