

Susan Eisen Recognized As Top Goldsmith & Designers

Susan Eisen was chosen as one of the top goldsmiths and designers in the jewelry industry by MJSA in their second volume publication entitled Professional Excellence in Jewelry Making and Design.

The article featured a technique created by Ms. Eisen to design and fabricate her one-of-a-kind Franklin Mountain Collection pieces. Entitled "Stick With It", the article demonstrates her use of an adhesive paper to aid in arranging difficult jewelry pieces and enable them to be joined with a laser welder. The book includes nationally known goldsmiths and experts describing their creative jewelry techniques and designs.

MJSA, also known as The Manufacturing Jewelers and Suppliers of America published The Professional Excellence in Jewelry Making and Design Journal bimonthly and has a circulation of 17,000. Since 1903, MJSA has a worldwide membership base and is an internationally recognized leader in advancing the interests of jewelry manufacturers, designers and retailers. The magazine covers breaking news and creative techniques that shape the consumer-led jewelry industry and is widely recognized as one of the longtime authorities on the custom jewelry market.

Susan Eisen is the President and Chief Designer at Susan Eisen Fine Jewelry, Watches, Art, & Appraiser (www.susaneisen.com), and has a multitude of national awards and credentials including Graduate Gemologist from the Gemological Institute of America, Master Gemologist Appraiser® from the American Society of Appraisers, and Certified Gemologist Appraiser from the American Gem Society. She is presently the president of the Texas Jewelers Association and is the author of two books, one on collecting jewelry (www.crazyaboutjewelry.net) and the other on avoiding family heirloom inheritance battles after you die (www.inheritanceexpert.com). An El Paso native, she founded her first store in 1980, is currently located at 5857 North Mesa, and does custom jewelry designing, repairs, and fine art appraising. Ms. Eisen is well known for her designs worn on the red carpet by celebrities and her gallery features fine art and crafts by El Paso and national artists. The store is open Tuesdays through Saturdays 10:00 am to 6:00 pm and by appointment on Sundays and Mondays.