

LIFELONG LEARNER

El Paso retailer makes the most
of a 45-year career in retail jewelry

Susan Eisen's education in studio art metals and art history was the spark that ignited her interest in jewelry and led to her ownership of Susan Eisen Fine Jewelry & Watches. She took over a 1-year-old jewelry store about to close in her hometown of El Paso, TX, and extended its life by 45 years (so far). Education is a never-ending pursuit for Eisen, who subscribes to 25 magazines, attends eight to 10 jewelry shows a year and every seminar and webinar she can. She is the author of *Crazy About Jewelry*, *Crazy About Art*, and *The Myth of the Million Dollar Dish Rag* (which is about how families can avoid inheritance battles after the death of a family member).

SEMPER FI

My dad was a Marine who taught me a lot of slogans. Be loyal. It's better to be 10 minutes early than 10 seconds late. Always show respect. Have pride in everything you do. Quitting is not an option. I read them to my staff and one said, "It sounds like you are describing yourself!"

MY IDEAL DAY OFF

My life is engulfed in jewelry, art and design. I love the quiet when I'm not interrupted and don't have a schedule. I'll draw and come up with new jewelry designs and play and read on the Internet.

MY FAVORITE PLACES

Lisbon, Portugal, where the Calouste Gulbenkian Museum has a collection of over 250 pieces of Lalique Art Nouveau jewelry. That and the Victoria & Albert Museum in London are my two favorite places to go.

WHAT I'LL BE WEARING

I love antique, art deco and super contemporary jewelry, kind of opposite ends of the spectrum. I try to only wear what I make or what is made by a designer I really like. I wear very nontraditional things and unusual mixtures of things.



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inspires Susan
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