

Living

El Paso Times

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About the book

- ▶ **"Crazy About Jewelry! The Expert Guide to Buying, Selling and Caring for Your Jewelry"** by Susan Eisen, president of Susan Eisen Fine Jewelry & Watches.
- ▶ **Where to buy:** \$16.95 at Susan Eisen Fine Jewelry & Watches, 5857 N. Mesa No. 19; or visit www.amazon.com; or www.crazyaboutjewelry.net.



Photos by Rudy Gutierrez / El Paso Times

Lifelong El Pasoan Susan Eisen, president of Susan Eisen Fine Jewelry & Watches, has written a book on how to buy and care for jewelry. The book was released in November.

Eisen's advice

Some tips from Susan Eisen on what not to do with jewelry.

- ▶ **Never take off your jewelry** in public places, such as restaurants. "I can't tell you how many times I've heard that people have left their jewelry in a bathroom or a restaurant somewhere."
- ▶ **Never put your jewelry** in a tissue and put it in your purse. People have thrown away thousands of dollars worth of jewelry by doing this.
- ▶ **Don't put your jewelry** in your coin purse. The coins will scratch the metals of your jewelry.
- ▶ **Don't keep your jewelry** on your dresser. It's the No. 1 place burglars go to find jewelry.
- ▶ **If you hide your jewelry**, write down where you hid it.

EP jeweler revels in new gig as author

By Maribel Villalva

El Paso Times

El Paso jeweler and jewelry designer Susan Eisen doesn't just dabble in things that interest her. She always jumps feet first into the situation.

She did that back in the 1980s when she took over an existing jewelry shop on Montana from some friends.

Never mind that she had never worked for another jeweler before that major decision.

Then, after her diagnosis of type 1 diabetes, a nurse suggested she wear some sort of medical identification.

But Eisen took that suggestion to the next level and created her own line of ID jewelry called Lifetag.

So, a few years ago, when she read an article in an entrepreneurial magazine on writing a book, Eisen took the advice to heart. Almost immediately, Eisen began taking mental inventory of her knowledge, combined with her years of experience in the jewelry industry and realized she had the makings of a great book. She also took the experiences of some of her customers (anonymous, of course) to help others in similar situations.



"Crazy About Jewelry! The Expert Guide to Buying, Selling and Caring for Your Jewelry" by Susan Eisen is available at her store; crazyaboutjewelry.net; and Amazon.com.

Jewelry

Continued from 1D

"I was surprised to see so many people asking the same questions over and over. I saw it as my job to educate the public," said Eisen, president of Susan Eisen Fine Jewelry & Watches.

"Crazy About Jewelry! The Expert Guide to Buying, Selling and Caring for your Jewelry" is Eisen's first self-published book, and since its November release Eisen said sales have been steady and the response has been positive.

Like the subtitle implies, Eisen said she wanted to write a book for people that would serve as a good reference guide, not only for buying a piece of jewelry, but advising how to care for that piece of jewelry in the future.

"This is a long-term investment that has a lot of sentiment," she said. "Yes, this may be a luxury item, but everybody has jewelry. If there's one thing that I want people to get out of this book, it's for them to cherish their jewelry and maintain it."

"Crazy About Jewelry" is written in a user-friendly format, in which the reader can jump through the chapters and read just a few things at a time. Topics covered in the book include: "The Biggest Mistakes People Make When Buying Jewelry," "Tips for Teaching Your Significant Other How to Shop for You," "You Get What You Pay For" and "The Best Ways to Clean, Store and Travel with Your Jewelry."

"It's not meant to be read like a novel," Eisen said.

One El Pasoan who has read the book is Fran Marvin. Though she doesn't consider herself a jewelry expert, she's definitely a fan of jewelry and liked learning more about it.

"I think it's a great little handbook," Marvin said. "It's an easy read, very down-to-earth and very informative."

Marvin said she is now more open to the idea of taking some of her vintage jewelry, such as a ring that used to belong to her grandmother, and making a new piece of jewelry.

"Now that I've read that book, I'm not so reluctant to do that. I used to think it would lose its aesthetic value, but I'm considering having the stones removed and put in a new setting," she said.

Eisen said the book has opened new doors for her. Since the book's release, she has received many invitations to speak. The book also has prompted several customers to take in their jewelry to be appraised or to be reconfigured in a more updated style. Through the book's Web site, she's also receiving inquiries from people around the country who want her jewelry advice.

"This really does put you in a global setting," she said.

The writing experience also has left her with ideas for a second book. That one will focus on estates and how jewelry is passed on through families — something she also deals with regularly.

She's enjoying the newest title on her résumé: author.

"This was such a monumental task. I'm very flattered to have the title of author. It's a symbol of achievement that you just can't buy."

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Please see **Jewelry 2D**