



Blue Water Jewelers Announces Relocation and August Inventory Reduction

August 12, 2026

ST. AUGUSTINE, FL - August 12, 2026 -

Blue Water Jewelers has announced plans to relocate to a new showroom on Highway 312 in the fall of 2026. In preparation for the move, the store is conducting a store-wide inventory reduction during the month of August at its current location.

The new site will be positioned next to Black Molly Grill and Barwick Bank. Blue Water Jewelers, a jewelry store in St. Augustine, FL, will remain open at its existing Anastasia Boulevard address with regular operations while staff prepares for the transition. An official move date will be shared closer to October.

The August inventory reduction encompasses more than 8,000 pieces drawn from the store's existing collections. Categories include engagement rings, natural and lab-grown diamonds, earrings, necklaces, bracelets, chains, fashion jewelry, and estate pieces. Additional items have been supplied by the store's designers to support the reduction of stock ahead of the relocation.

Nicole Nettles, owner of Blue Water Jewelers, described the dual focus of the announcement. "The relocation represents a significant step for the business, and the August inventory reduction is a practical

measure to manage the volume of jewelry currently on hand before the move," Nettles said.

Nettles added context about continuity of service. "Customers can continue to visit the current location throughout August and the remaining months leading up to the transition," Nettles said.

Blue Water Jewelers was founded in 2006 and moved in 2010 to the historic Bank of Anastasia building, where it has operated for more than 15 years. The store offers custom jewelry design, on-site repairs, appraisals performed by a Graduate Gemologist, and a selection of watches. Services for first responders and military personnel remain available.

The inventory reduction is intended to streamline the physical transfer of merchandise to the new showroom. Once the relocation is complete, the Highway 312 location will become the primary retail space. Until that time, the Anastasia Boulevard store continues to serve as the point of contact for purchases, repairs, and consultations.

This development follows a pattern of measured growth for the business. Previous expansions and community events have supported its presence in the St. Augustine area. The planned move to Highway 312 is designed to improve accessibility for customers in surrounding neighborhoods while maintaining the technical and design services that have defined the store's operations.

As August progresses, the inventory reduction will continue on a daily basis. Stock levels will fluctuate as pieces are selected, and remaining items will be prepared for transfer to the new site. The store has indicated that all current services, including custom design work and appraisals, will proceed without interruption during this period.

The relocation planning also involves coordination of staffing, display systems, and security arrangements for the new facility. Blue Water Jewelers has operated from its present site for an extended period, establishing routines for both local clients and seasonal visitors. Maintaining those routines at the current address through the summer and early fall allows the business to complete the transition in stages rather than in a single abrupt change.

Estate jewelry and one-of-a-kind pieces form part of the inventory being reduced. These items, along with standard collections, are included so that the volume of merchandise requiring physical relocation is manageable. Designer-supplied stock added for the period further supports the goal of adjusting overall inventory levels before the October timeframe.

Blue Water Jewelers continues to provide the same range of professional services that have characterized its work since the 2010 move to the Bank of Anastasia building. Clients seeking repairs, custom designs, or

formal appraisals can schedule those services at the current location throughout the remaining months of the year. The store's Graduate Gemologist remains available for evaluations and guidance.

The announcement places the inventory reduction within the broader context of operational planning. By addressing stock levels in August, the business aims to simplify the logistical requirements of the fall relocation. The Highway 312 site is expected to offer expanded space and improved access while the current location continues to function as the active retail and service point until the move is finalized.

Blue Water Jewelers specializes in fine jewelry, diamonds, watches, and custom design services. The establishment also provides jewelry repair, appraisals, and gemstone evaluations performed on-site. Located on Anastasia Island, it serves local residents and visitors seeking pieces for a range of occasions.

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For more information about Blue Water Jewelers, contact the company here: Blue Water Jewelers Robert Nettles (904) 829-5855 BlueWaterJewelers@gmail.com 500 Anastasia Blvd, St. Augustine, FL 32080

Blue Water Jewelers

Blue Water Jewelers has a large selection of diamonds and diamond jewelry. Repairs are done on-site by our master jeweler. We hope you love our selection, but our customer service is what brings you back.

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