Blue Water Jewelers Announces Shop Like A Man Event to Facilitate Holiday Jewelry Shopping

December 05, 2025

ST. AUGUSTINE, FL - December 05, 2025 -
Blue Water Jewelers has announced the Shop Like A Man 2025 event, scheduled for December 14 in Historic Downtown St. Augustine. The event invites men to explore jewelry options for holiday gifts, with guidance from store staff on selections suitable for various occasions. This initiative aligns with the store's efforts to make jewelry shopping accessible during the holiday season.

The event features extended hours and a relaxed atmosphere designed for participants to browse collections without pressure. Blue Water Jewelers, a jewelry store in St. Augustine, FL, has organized similar gatherings in previous years to encourage involvement in gift selection. These sessions provide an opportunity for attendees to receive advice on matching pieces to personal tastes and preferences.

Robert Nettles, owner of Blue Water Jewelers, stated that the event addresses common challenges men face when choosing jewelry. "Many individuals find the process of selecting jewelry intimidating, but events like this provide a supportive environment to discover options that match personal styles," Nettles said.

In addition to the Shop Like A Man event, Blue Water Jewelers continues its participation in community

initiatives, such as the SAYS Christmas 2025 Angel Tree program. Launched earlier in November, this charity effort allows customers to adopt angels and contribute gifts for those in need during the holidays. The store serves as a collection point for donations, reinforcing its role in local philanthropy. Nettles noted the broader effects of such involvement. "Through programs like the SAYS Angel Tree, the store has helped deliver holiday support to families facing challenges, fostering a sense of community during the season," Nettles said. This program reflects ongoing efforts to connect with local organizations and support residents in meaningful ways.

Throughout the year, Blue Water Jewelers has hosted a variety of events that engage the community and highlight different aspects of jewelry. For instance, the Gabriel & Co Bujukan Bar Event in November showcased layered designs from the designer, allowing visitors to explore contemporary styles in person. Earlier, the PJs & Prosecco Ladies Night in October created a social setting for women to view collections and discuss trends. The Largest Wedding Band Sale of the Year in September offered a range of bands for couples planning engagements or weddings, focusing on selections that suit diverse needs.

Other activities included the Time to Sparkle promotion in July, which tied into summer celebrations and proposals. The May Bracelet Bonanza extended through the month, providing options for Mother's Day gifts. In April, the Set Sail Forever Diamond Event emphasized diamond pieces, while March centered on custom jewelry designs. The Golden Luck Trade-In in February aligned with St. Patrick's Day, enabling customers to exchange gold and silver items.

These events demonstrate Blue Water Jewelers' approach to customer engagement through themed gatherings and educational opportunities. The store's blog complements these activities by sharing insights on jewelry trends, maintenance tips, and the benefits of custom work. Topics have covered the process of creating personalized pieces, the importance of regular appraisals, and stories from local residents that illustrate the role of jewelry in life milestones.

Custom jewelry design remains a key service, where clients work with staff to select materials and develop unique items. Repairs ensure that existing pieces retain their condition over time, and appraisals offer valuations for insurance or resale purposes. The store also features selections from designers and specific lines, such as ORIS watches, alongside discounts for first responders and military personnel.

As the holiday season approaches, Blue Water Jewelers expects heightened interest in meaningful gifts. The Shop Like A Man event offers practical advice on choosing pieces that align with recipients' preferences. Participants can learn about different materials, stones, and settings to inform their decisions, contributing to thoughtful holiday giving.

The announcement of the Shop Like A Man event reflects Blue Water Jewelers' dedication to inclusive

shopping experiences. Combined with ongoing charity work and a record of community-focused events, the store establishes itself as a key resource for jewelry needs in the area.

Blue Water Jewelers specializes in fine jewelry, including diamonds and engagement rings. The establishment offers custom design services, repairs, and a selection of watches and gemstones. Located in Historic Downtown St. Augustine, it serves both residents and visitors seeking quality pieces for special occasions. The store's integration into the local heritage enhances its offerings, drawing from the area's history to inform collections and events.

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For more information about Blue Water Jewelers, contact the company here:Blue Water JewelersRobert Nettles(904) 829-5855BlueWaterJewelers@gmail.com500 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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