Blue Heron Jewelry Co. Launches Annual April Spotlight Featuring A. Jaffe Bridal and Diamond Jewelry

April 10, 2026

POULSBO, WA - April 10, 2026 -
Blue Heron Jewelry Co. has launched its annual April Spotlight dedicated to the A. Jaffe Bridal and Diamond Jewelry collection. The focused presentation assembles a selection of stacking bands, wedding bands, bracelets, pendants, and semi-mount rings crafted in 14k yellow and white gold. As a jewelry store in Poulsbo, WA, the company presents this recurring spring event to highlight the designer line during a period when bridal and commitment planning activity typically rises across the industry.

The annual spotlight format distinguishes itself by grouping complementary A. Jaffe pieces into one dedicated display area rather than distributing them across the regular showroom inventory. This arrangement enables clients to view coordinated options in a single setting and to consider how different styles work together. The presentation does not include special pricing or limited-time offers. It instead emphasizes the standard availability of the A. Jaffe collection through the month of April.

A. Jaffe, established in 1892, is recognized as a historic American bridal designer known for superior craftsmanship. Each piece undergoes extensive handwork, often requiring up to 80 hours of detailed

processes that include multiple polishing stages and individually constructed prongs. The brand incorporates its Signature Shank, also known as the European Shank, which features a subtle square base to improve balance and minimize rotation on the finger. The Quilted Interior further enhances comfort and helps keep the ring securely in place.

Megan Cooper, owner of Blue Heron Jewelry Co., commented on early client engagement with the spotlight. "We have already seen strong interest in the April Spotlight since its launch, with clients appreciating the opportunity to explore the full range of A. Jaffe bridal and diamond pieces together," Cooper said.

Cooper added perspective on the event's role. "The dedicated format has proven helpful for those planning spring and summer events, allowing more time to consider how different bands and pendants coordinate within the collection and to discuss options that align with their preferences," she stated.

The spotlight aligns with seasonal patterns in the jewelry sector. April frequently coincides with increased focus on wedding-related selections as couples finalize plans for ceremonies and celebrations later in the year. By maintaining the display throughout the month, Blue Heron Jewelry Co. provides sufficient time for thorough review and discussion of the A. Jaffe options with the in-store team. This extended availability supports informed decision-making during a busy planning season.

The company has served as an authorized A. Jaffe retailer for several years. Previous events, such as the 2025 A. Jaffe Trunk Show and Diamond Event held in April, offered similar opportunities for direct interaction with the line. The current annual spotlight builds on that foundation with a sustained presentation format that allows for deeper exploration of the collection's consistent design elements and quality.

Blue Heron Jewelry Co. maintains a selection of additional designer collections that complement the A. Jaffe spotlight. These include other established lines that provide clients with a broader range of fine jewelry choices during the spring season. The store's location in downtown Poulsbo supports convenient access for residents of Kitsap County who are seeking options for bridal jewelry or special occasion pieces.

The annual April Spotlight continues through the end of the month. Clients can examine the assembled A. Jaffe bridal and diamond jewelry with guidance from experienced staff members who are familiar with the collection's features and construction.

Founded in Poulsbo, WA, Blue Heron Jewelry Co. specializes in fine jewelry, including designer bridal and diamond collections. Owner Megan Cooper oversees operations with an extensive background in metalsmithing and retail management. The company continues to provide curated selections for the local community.

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Blue Heron Jewelry Company

We make our own jewelry and curate a complementary selection of jewelry designers to reflect the beauty of our region and appeal to clients who appreciate well-crafted, thoughtfully designed jewelry.

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