



Blue Water Jewelers Announces Mother's Day Weekend Event in St. Augustine

April 28, 2026

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Blue Water Jewelers has announced its Mother's Day Weekend Event, scheduled for May 8 and 9 at its location in Historic Downtown St. Augustine. The two-day event is open to the public with no reservations required and provides an opportunity for community members to select gifts for the holiday in a supportive shopping environment.

The event takes place Friday, May 8, from 4 p.m. to 7 p.m. and Saturday, May 9, from 10 a.m. to 4 p.m. at 500 Anastasia Boulevard. Blue Water Jewelers, a jewelry store in St. Augustine, FL, has organized the gathering to accommodate shoppers seeking meaningful presents for Mother's Day on May 10. Attendees can browse the store's collections of fine jewelry and custom pieces while engaging in complementary activities.

Complimentary hand massages from a local spa partner will be available on a first-come, first-served basis. Champagne and light refreshments will be served during shopping hours. The event also includes entry for all visitors into a drawing for a gift card to a local brunch establishment.

Robert Nettles, owner of Blue Water Jewelers, noted the timing of the event relative to the holiday. "Mother's Day is one of the busiest periods for jewelry gifting, and we anticipate strong attendance based on participation in similar past events," Nettles said.

Nettles highlighted the store's role in local activities. "Events like this strengthen connections within the St. Augustine community by bringing residents and visitors together in a shared setting," he said.

Blue Water Jewelers maintains a full range of services, including custom jewelry design, on-site repairs, and appraisals conducted by a Graduate Gemologist. These offerings support customers throughout the year, whether selecting gifts or maintaining existing pieces. The Mother's Day Weekend Event continues the store's practice of hosting seasonal gatherings that integrate shopping with elements of local engagement.

The business was founded in 2006 and relocated in 2010 to the historic Bank of Anastasia building, where it has operated for more than 15 years. Its presence in the downtown area has made it a resource for both residents and those visiting St. Augustine. Inventory includes engagement rings, wedding bands, watches, and designer collections, with special considerations available for first responders and military personnel.

As Mother's Day approaches, the event aligns with broader community observances in the region. St. Augustine's historic district attracts many visitors during spring weekends, and the store's location facilitates combined shopping and exploration of nearby attractions. The open format allows flexibility for individuals and groups to attend at convenient times within the scheduled hours.

Preparations for the May dates include coordination with local partners for the supporting activities. The store encourages early attendance due to limited capacities for certain experiences, though the core shopping and event access remain available throughout both days. This gathering represents one component of the store's annual calendar of community-oriented programs.

Blue Water Jewelers continues to serve as a fixture in the area, providing expertise in jewelry selection and care. The announcement of the Mother's Day Weekend Event underscores its ongoing involvement in local traditions and customer support ahead of the holiday.

Blue Water Jewelers specializes in fine jewelry, diamonds, watches, and custom design services. The store also offers jewelry repair, appraisals, and gemstone evaluations performed on-site. Located in Historic Downtown St. Augustine, it serves both local residents and visitors seeking quality pieces for special 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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