

the
JEWEL
Modern Jewelry Redefined

FOR IMMEDIATE RELEASE:

The Jewel Slated to Open in Grand Boulevard This Weekend

A New Shopping Experience with a Message of Love and Celebration for Everyone

Miramar Beach, Florida (May 9, 2018) – Welcome to The Jewel, where Modern Jewelry is Redefined for the customer who, in a world filled with abundant choices, knows the only one that matters is the one that brings joy and celebration into their lives. The Jewel is the new iteration of Destin Jewelers, a landmark jeweler in business for the past 40 years in the heart of Destin and Miramar Beach. The Jewel is located in Grand Boulevard Town Center. This modernized rebranding of Destin Jewelers has the same core principles: quality, customer service, unique and beautiful jewelry, and a celebration of women and their power to shine! Owner/proprietor Lisa Peters has owned Destin Jewelers for the past 21 years and most recently opened Gioia Jewelry and Gifts in Seaside, Florida.

“I love what I do and am passionate about the designers that I select,” Peters said. “They represent both traditional and innovative designs you won’t find everywhere. It has always been important to me to seek new and emerging artists that are redefining the jewelry of today!”

The Jewel is a special place to shop—but more importantly, it’s a place to mark anniversaries, weddings, engagements, birthdays, makeups, Mother’s Day, baby showers, and “just because”

occasions! The name alone makes a statement that this is the definitive place to shop for fine jewelry, offering contemporary designs handcrafted by artisans to be treasured forever.

When you walk through the door of The Jewel, you know you've entered an exceptional boutique where you'll find that attention to detail embodies the very brand. Its decor can be described as eclectic chic, with a massive painting by New Orleans pop artist Ashley Longshore as a focal point. The branding weaves the messaging of celebration and love throughout: Be Bold, Be Beautiful, Be Confident, Be Unique, and Be You.

This is where the experience and merchandise are intertwined with the brand. It's a place you will not soon forget!

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About The Jewel

Located at 495 Grand Boulevard, Suite 108, at Grand Boulevard Town Center in Miramar Beach, Florida, The Jewel is the definitive place to shop for Modern Jewelry Redefined. Formerly Destin Jewelers, this locally owned and operated boutique has offered customers quality service and unique jewelry and accessories from both traditional and innovative designers that you won't find anywhere else in the area.

www.ShopTheJewel.com