



Media Contact: Alfred Leach

alfred.leach@leachadvisors.com / 203.722.0923

BLUE DIAMOND JEWELER IS COMING TO NAPA VALLEY

Napa Valley Jewelers' Owner Kent Gardella Recently Announced His Retirement And Collaboration With Blue Diamond Jeweler To Acquire His Popular Store

NAPA, CA, April 24, 2023 — First Street Napa, the premier shopping and lifestyle destination in the Napa Valley region, today announced that [Blue Diamond Jeweler](#) Inc. is coming to Napa Valley. Following his company's acquisition of Napa Valley Jewelers, Altaf Amlani, owner of Blue Diamond Jeweler Inc, has signed a new tenant occupancy lease of the popular Napa Valley Jewelers retail store located at Suite 365 at 1300 First Street in Downtown Napa. The new store will be branded as "*Napa Valley Jewelers by Blue Diamond.*"

"Napa Valley Jewelers and Blue Diamond are both well-established and respected brands that genuinely care about their customers which made this business transaction an easy decision for Kent and me," said Altaf Amlani, owner, Blue Diamond Jeweler Inc. "Napa is an established destination for proposals and weddings. I would like *Napa Valley Jewelers by Blue Diamond* to become the perfect place to come for a one of a kind custom designed engagement ring. A place to 'wine, dine and now shine' is how I see it!"

Napa Valley Jewelers Owner Kent Gardella is retiring but will continue to work with Blue Diamond at the re-branded *Napa Valley Jewelers by Blue Diamond* store on a part-time basis and by appointment to help with customer relations.

"I've gotten to know Altaf and Blue Diamond and we both have a deep commitment to customer service and putting smiles on our customers' faces when they find that perfect jewelry piece that touches their heart," said Kent Gardella, owner, Napa Valley Jewelers. "I know Napa Valley Jewelers will be in good hands and remain successful under his ownership. Blue Diamond is also very community focused and gives to charitable causes which is important to the Napa community. It's a great fit."

Napa Valley Jewelers by Blue Diamond will offer all of the same services as Napa Valley Jewelers with the added specialty of custom designed engagement rings, estate jewelry selling and buying.

Napa Valley Jewelers by Blue Diamond will have a soft opening on July 1, 2023, but plans to hold a public grand re-opening event later in the summer.

"First Street Napa remains committed to providing the best retail customer experience in the Napa region and we are grateful to Kent for his years of operation on our property," said Todd

Zapolski, principal and managing member, First Street Napa. “We welcome Altaf and the Blue Diamond staff as they become part of the [First Street Napa](#) community.”

About Blue Diamond Jeweler Inc.

Headquartered in Los Angeles, [Blue Diamond](#) operates three jewelry salons across southern California in Long Beach, Manhattan Beach, and El Segundo. It specializes in custom engagement rings, fine jewelry and accessories. The company was founded in 1974 and is one of California’s most successful and trusted brands among newlyweds, families and discerning customers who enjoy eclectic and quality jewelry. Visit Blue Diamond at www.bluediamondjeweler.com to learn more.

About First Street Napa

[First Street Napa](#) is a mixed-use shopping and lifestyle destination property spanning three city blocks in the heart of downtown Napa. First Street Napa features Napa’s top independent artisan retailers, popular national retail brands, exceptionally designed landscaping and seating areas, and locally curated art installations that appeal to visitors of all ages. The property was developed by Zapolski Real Estate LLC in cooperation with Trademark Properties as part of its vision to create an immersive destination experience for shopping, wine tasting, lifestyle, dining, hospitality, cultural exhibitions, and community events. Visit www.firststreetnapa.com and follow @FirstStreetNapa on Facebook, Instagram, and Twitter for complete details on other opening activities and special events.