



FOR IMMEDIATE RELEASE – December 4, 2025

Boudreaux's Jewelers Expands and Modernizes Mandeville Flagship Facility

COVINGTON, LA – Boudreaux's Jewelers, a fourth-generation Louisiana family business, announced it will invest \$4 million to expand and modernize its flagship location in St. Tammany. The project will more than double the facility's footprint and establish one of the state's largest on-site jewelry manufacturing studios.

The company is expected to create two direct new jobs with an average annual salary of \$115,000, which is 97% above the average St. Tammany Parish wage, while retaining 19 existing positions. Louisiana Economic Development (LED) estimates the project will result in an additional six indirect new jobs, for a total of eight potential new job opportunities in the Southeast Region.

"Family-owned businesses like Boudreaux's are part of the fabric of Louisiana's economy," **LED Secretary Susan B. Bourgeois** said. "Brandon's participation in LED's CEO Roundtables reflects the thoughtful, long-term approach this company brings to its growth. Their continued investment in St. Tammany Parish is exactly what our new High Impact Jobs program was designed to support — businesses of any size that are creating higher-wage opportunities for local workers and strengthening Louisiana's future."

The renovation will more than double the size of the company's facility at 4550 Highway 22 in Mandeville, creating expanded space for a redesigned first-floor showroom and a state-of-the-art manufacturing studio on the second floor. The upgrades will support Boudreaux's growing design and production teams while enhancing the customer experience through modernized retail areas and improved workflow capabilities.

"This expansion affirms our long-term commitment to the Louisiana market and to committing significant resources to local manufacturing and design," **Boudreaux's Jewelers COO Brandon Boudreaux** said. "Louisiana has always been home for our family and business, and it has a rich history of jewelry manufacturing that we hope to be a shining example of in a world of overseas jewelry manufacturing."

Construction is expected to begin in January 2026 and be completed by October 2026. Boudreaux's Jewelers will maintain full operation throughout the renovation to ensure uninterrupted service for customers. The company also operates locations in Metairie and Baton Rouge, underscoring its long-established footprint in Louisiana.

“Boudreaux’s expansion marks an exciting new chapter for a local, family-owned business that has called Mandeville home since 1995,” **Mandeville Mayor Clay Madden** said. “Their continued investment underscores the enduring connection between this family and our community, as well as the welcoming environment our city provides for small business growth. We’re excited to support them as they take this next step.”

To win the project in Mandeville, the state of Louisiana offered Boudreaux’s Jewelers a competitive incentives package that includes participation in the state’s High Impact Jobs program and Industrial Tax Exemption program.

“Small businesses like Boudreaux’s Jewelers are the heartbeat of St. Tammany’s economy,” **President and CEO of St. Tammany Economic Development Corporation Russell Richardson** said. “We’re proud to have played a part in bringing this manufacturing project to Mandeville’s vibrant community and grateful to Boudreaux’s for choosing to expand their business here.”

“Boudreaux’s Jewelers is doubling down on its commitment to Mandeville with an expansion that will create and retain quality jobs in St. Tammany Parish,” **President and CEO of Greater New Orleans, Inc. Michael Hecht** said. “This kind of homegrown investment strengthens our regional economy, fuels ripple-effect growth for neighboring businesses and reinforces the momentum across Southeast Louisiana. With support from targeted LED programs, Boudreaux’s is helping the regional economy sparkle.”

Louisiana companies can register their business at SourceLouisiana.com to enter the pipeline for contract and vendor opportunities with development projects statewide.

To learn more about Boudreaux’s Jewelers, visit their website at boudreauxsjewelers.com.

About St. Tammany Economic Development Corporation

As the economic development organization for St. Tammany, St. Tammany Economic Development Corporation (St. Tammany EDC) serves as the comprehensive resource center for business services throughout the parish. St. Tammany EDC’s services include business retention, site selection, workforce development, research and data services, state and local incentives, business attraction, talent retention, certified site development, relocation support, and marketing St. Tammany. Since the organization’s launch in 2018, St. Tammany EDC facilitated business expansion and attraction announcements representing over \$324.9 million in capital investment and 2,430 new and retained jobs in St. Tammany Parish. For more information about St. Tammany EDC, visit sttammanyedc.org.

About Boudreaux’s Jewelers, LLC

Boudreaux’s Jewelers is a 4-generation Louisiana family owned and operated luxury jewelry business. Founded 92 years ago by Gilmore Boudreaux Sr., Boudreaux’s has been a mainstay in the Louisiana jewelry market known for its in-house designs and manufacturing skills. For more information, visit boudreauxsjewelers.com.

Media Contacts

- **Kristin Durand**, Director of Communications, St. Tammany Economic Development Corporation | kdurand@sttammanyedc.org | 985.809.7874
- **Brandon Boudreaux**, Boudreaux’s Jewelers COO | brandon@boudreauxsjewelers.com |

504.831.2602

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