

A Parisian pop-up, lab-grown diamonds and 18 limited-edition hobo bags

Âme



Earrings featuring lab-grown diamonds by New York-based Âme, which recently opened a store at Westfield Century City. (Âme)

In keeping with the trend in lab-grown diamonds for which Penelope Cruz and Meghan, Duchess of Sussex, have proclaimed their support — New York-based brand Âme opened a Los Angeles location on April 12 at Westfield Century City shopping center.

Employees at the 1,075-square-foot store are on hand to educate shoppers about lab-grown diamonds, which creative director Elinor Avni said have no real difference from conventionally mined stones other than the speed at which they are produced.

“The conditions that make it happen underground over millions of years are recreated in a lab,” Avni said. “It’s a complex, expensive process, but it takes just a few weeks.”

She said the shift toward ethically sourced, conflict-free stones is driving interest in the brand. In addition, Âme pieces have a streamlined aesthetic designed for everyday wear, meaning they aren’t so blingy that they can be worn only on special occasions.

“Âme is making fine diamond jewelry wearable,” she said. “It’s about a transformation from the kind of pieces that are mostly kept in a safe to those that can be worn every day.”

Avni noted that the laborious process by which lab-grown diamonds are made doesn’t make them inexpensive. Prices in the Âme line start at \$850 for a single ear cuff to \$19,500 for a bracelet containing more than 5 carats of diamonds. The pieces — earrings, rings, neckwear and bracelets — are designed with a modern, spare aesthetic. For example, a open-ended octagonal pendant is studded with small baguette diamonds.

Âme, Westfield Century City, 10250 Santa Monica Blvd., Los Angeles, ame.jewelry