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Âme Jewelry's First U.S. Store Brings Futuristic Lab-Grown Adornments to L.A.



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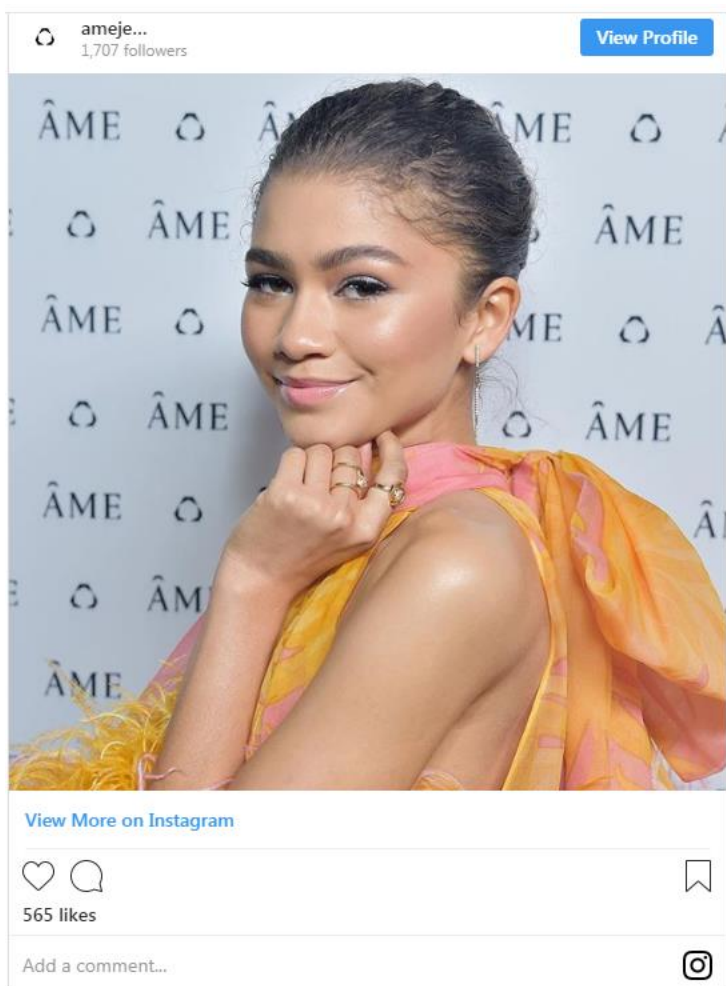
me Jewelry is ready for the future, starting with its range of eco-friendly, man-made diamonds. Earth-conscious Angelenos can shop [the luxury label's](#) modern gems at [Westfield Century City](#), where its first-ever flagship opened last week. (The brand already made its L.A. debut last December at Eric Buterbaugh Gallery, where a starry soirée included attendees like Zendaya, Natalie Joos, and stylist Elle Strauss.)

Landing on level two (and just a few doors away from [Skin Five](#)), the 1,075-square-foot boutique showcases creative director and designer [Elinor Avni's](#) four collections of lab-grown diamond jewelry (\$1,000 to \$20,000) in a "monochromatic forest"-inspired space designed by Israeli architecture firm Baranowitz + Kronenberg. Suspended pods feature Âme's rings, necklaces, earrings, and cuffs, while glass cloches that house brand's 18k white, yellow, and rose gold accoutrements play orchestral sounds created by fashion-faved DJ and musician Mimi Xu.



Avni explains that Âme was designed to be worn all day by on-the-go women whose busy schedules don't leave time for frequent jewelry changes. On that note, expect to find pieces meant to go from the office to swanky celebrations, like the sleek day-to-night Angle Bar necklaces (\$8,500), the **Totem High Helix Ear Cuff** (\$1,950) that can be worn over the top of the ear for a multi-pierced look or worn downward as a dangling piece, hexagonal stunners like the classic Single Angle Ring (\$3,750), the very red carpet-ready Single Angle Stud Earrings (\$2,950), and the Q Double Cuff (\$6,950) that's a playful take on the question mark.

The surrounding environment is just as futuristic as the accessories themselves. Appealing to all five senses, the space is also infused with a custom scent created by celebrity-beloved perfumer Azzi Glaser (who's whipped up fragrances for Johnny Depp, Helena Bonham Carter, and others), while three-dimensional felt wall paneling by textile designer Anne Kyyrö Quinn offers a softer contrast to the all-over mirrored walls and cement flooring (which feature inlaid designs inspired by the brand's geometric silhouettes).



Explore more inside the stylish store and scroll through the gallery above, then see below for the hours and address.

Âme Jewellery at Westfield Century City, 10250 Santa Monica Blvd., Century City, 90067; Monday through Saturday from 10 a.m. to 7 p.m. and Sunday from 11 a.m. to 7 p.m.; (888) 285-3935