## MODERNLUXURY

Angeleno
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## BRIGHT IDE

Last year, devigner Yusi Alpett made the tough dections so diasolve his suceessful fine jewelry line Ruby Kobo-a favotite among merehandive bopen at Bergoof Goodman and Colette in Paris. "With (Ruloy Kobo), I alwayz felt pussionate about using the finest çuslity, but I felt limised with what I could offer because of murkups thas happen[ed] by the time our devigas teached the customer," says Alpert, a gradaute of the CFDA Fashion Incubavor. To remedy that concern. Alpert just luunched a direct-eo-consumer line. Notmic, which offers necklaces, beraceless and more at a reasorable price, "We ase climinazing the middleman and controlling [both] the prodaction process and customer relationthip, We want women to exioy the best-quality jewelisy ar honest prices," explaist the innovatoe who pooduces his diamond stunnen in DTLA. "I design pieces that complemens every woman's nyle- 1 am modernizing the notion of the truged fimily jeweler." From 1-carat dancing diamond suds (\$1.710) to elggant solieaire nechlaces ( $\$ 6,070$. Alpert undoubeedly delivers oa his promise. Evillewormic.eom -MM

