

September 24, 2026



LUCE Lands in The Nora District

With nearly a century of jewelry-making heritage behind it, [LUCE](#) arrives in the Nora District with a fresh, intimate approach to fine jewelry, where heirloom craftsmanship meets a distinctly modern way to discover, wear, and celebrate every piece.

By [Sophia Lalaounis](#)

September 24, 2026

Landing within the Nora District, LUCE introduces a fresh expression of fine jewelry shaped by nearly a century of family craftsmanship and tradition. Founded by cousins Valan Kaye and Ty Yanowitch, the 800-square-foot jewel box boutique represents the next generation of the family behind Kravit Jewelers, the Long Island institution established in 1927. Created from the ground up for today's consumer, LUCE pairs heirloom-quality craftsmanship with a relaxed, contemporary setting, offering timeless fine jewelry designed for everyday wear and future generations alongside bespoke creations, personalized service, and an elevated yet approachable experience.



Rooted in generations of craftsmanship, LUCE's curated collection brings timeless pieces and contemporary design together with an emphasis on everyday wearability and enduring appeal.

Designed to feel more like an upscale lounge than a traditional jewelry store, LUCE invites guests to browse, collaborate, and celebrate life's milestones at their own pace. Its curated collection spans fine jewelry, custom design services, engagement rings, luxury timepieces, jewelry redesign, and repairs, complemented by design-forward interiors, warm hospitality, complimentary cappuccinos and cocktails, curated music, and one-on-one guidance.



LUCE sets a new tone for fine jewelry with an inviting, design-forward space created for lingering, exploring, and discovering pieces with meaning.

“Growing up in a family that’s been in jewelry for nearly 100 years gave us an incredible appreciation for craftsmanship, but we also saw an opportunity to rethink what the experience could be,” says Kaye. “We built LUCE to feel welcoming, inspiring and personal—a place where people can take their time, ask questions, enjoy a coffee or cocktail and discover jewelry they’ll wear every day and treasure for a lifetime. We want LUCE to be the kind of neighborhood destination people come back to, whether they’re celebrating a milestone or simply treating themselves.”



From everyday signatures to future heirlooms, LUCE presents fine jewelry designed to be worn, cherished, and passed down through generations.

At the heart of LUCE is a belief that fine jewelry should feel personal rather than transactional, with an atmosphere designed to make the experience as meaningful as the pieces themselves. “We believe fine jewelry shouldn’t feel intimidating or out of reach. Our goal is to combine the quality, craftsmanship and trust that have defined our family’s legacy for generations with a fresh, modern perspective,” says Yanowitch. “Every piece we carry or create is designed to be highly wearable today while becoming an heirloom tomorrow. That’s what LUCE is all about: creating jewelry with meaning that people can enjoy for the rest of their lives.”



Thoughtful details and warm hospitality shape LUCE's contemporary setting, inviting guests to experience fine jewelry in a more relaxed and personal way.

To mark its arrival, LUCE will welcome visitors to discover the space, shop, and enjoy bubbles and light bites from Noon to 3 p.m. on Thursday, Sept. 24. The boutique adds to Nora's growing collection of retail, dining, and lifestyle concepts, joining Warby Parker, Pompano Boutique, Le Labo Fragrances, Mint, and more, as the district continues to take shape as a vibrant destination in downtown West Palm Beach. For more information and to shop LUCE's latest timepieces, click [here](#). 985 N Railroad Ave., West Palm Beach