

PRODUCT NEWS

Pietro Simone Skincare expands with flagship US skin clinic in SoHo, New York

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Born in Italy, Pietro Simone has been passionate about skincare from a young age / *Pietro Simone Skincare*

Pietro Simone, CEO and founder of Pietro Simone Skincare, has launched his first US clinic in New York City on SoHo's Spring Street.

For years, Simone has offered services in London at his Beauty Concept Store and although his products are available at five-star resorts and spas in the states – such as Meadowood Napa Valley and the Four Seasons Nashville – this new space, called The House of Pietro Simone, will allow customers to get treatments from the founder himself for the first time.

Part of Simone's holistic approach to skincare involves touching his clients' skin.

He says: "my fingers help reveal a lot about what my products are doing to the skin, and how the product and skin react to the services we provide, including fractional radio frequency, plasma lasers and even sound therapy."

“The direct connection I have with my clients also allows me to get to know their skincare needs on a very personal level and helps with future product development.”

Treatments on offer at the new New York spa include facials, body rituals, micro-needling, facial peels, laser hair removal, Jet Pee treatments, dermaplaning and more.

The light-filled space is open seven-days-a-week and features three treatment rooms (one of which has a chakra light system on the table), a beauty lounge and a communal workspace.

Simone plans to split his time between London, Singapore and New York. When he's not at a clinic, each destination's team of therapists – trained by the founder himself – will provide treatments.

In addition to unveiling a new service menu, the New York clinic also serves as a showroom for Simone's new face and body care line called Fierce collection.

The range focuses on skin issues such as lost radiance, acne, rosacea, skin inflammation and scars.

The products provide a biotechnology delivery system composed of advanced carriers, bio-fermented active compounds, stabilised Vit C, anti-inflammatory compounds, strategic lipid compounds and Simone's signature Italian Bella Complex to help correct, support and enhance the epidermis and epidermal ecosystem.

During the pandemic, Simone created a handheld facial massage device called, The Fierce Skin Stimulator, which retails for US\$350 (£287, €329). The device mimics the touch of a person's fingers in motion and combines massage, electrical muscle stimulation, high radio frequency and LED light to support collagen repair, encourage muscle contouring and enhance microcirculation and lymphatic drainage.

About Pietro Simone

While growing up in Italy, Simone became intrigued with watching his mother apply her skincare.

He instilled the insights from his childhood, as well as research in science and nature, when creating Pietro Simone Skincare. It took seven years to develop his first range, The Essential Collection, which launched in the UK in April 2019.

Additionally, Simone has more than 16 years of commercial experience and expertise from the luxury beauty and wellness industries under his belt, including brand training through Mariabruna Beauty where he worked closely with luxury labels like La Mer, La Prairie and Carita.