

London's Pietro Simone Brings His Namesake Skincare Line to New York

The Italian beauty expert has been passionate about skincare since age six.

BY CHLOE FOUSSIANES

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COURTESY PIETRO SIMONE SKINCARE

"You know, Italian, big family," beauty expert Pietro Simone says, painting a scene from his childhood. As a young child, Simone would watch his mother and his grandmother apply **beauty products**, and "I was always blown away. Like, 'why they are applying this stuff and they are so happy?'"

He soon found that it made him happy, too. "Literally, since when I was *young*—you can ask my family—I was stealing products from the bathroom and applying them." He laughs. "I even ended up in the hospital because I applied anti-cellulite cream all over."



Pietro Simone, the man behind Pietro Simone Skincare.

COURTESY PIETRO SIMONE SKINCARE

And that was it. Simone has been working in the beauty industry ever since, eventually starting his eponymous clinic in London. Now, the 35-year-old is making his entrée into the product side of the business, with Pietro Simone Skincare.

Rather than start with a single cream or serum and expand from there, Simone spent nearly a decade developing and testing a full nine-product line. It first launched earlier this year in the U.K., and is now making its stateside debut at the Greenwich Hotel's Shibui Spa in Manhattan.



A view of six Pietro Simone Skincare products.

COURTESY PIETRO SIMONE SKINCARE

Simone designed the line to be flexible and adaptive, so it can be customized to each client's needs. "Rather than giving you a collection of 175 skewes," Simone explained, he kept it simple. Young customers might use just the cleanser, fluid, and serum once a day, along with the peel once a week; those hoping to **combat aging** might go for the fluid, serum, and cream twice a day, and the peel twice a week.

Central to the products' formulation is the "Italian Bella Complex," a mixture of natural ingredients sourced from all around Italy. With his thick accent and unbridled enthusiasm, listening to Simone describe the hand-selected components—the specific apples, grown in the volcanic soil of Vesuvio, or the tomato seed oil lipoactive from Puglia—it's hard not to get sucked in.

Pietro Simone Skincare can be found at [the Greenwich Hotel's Shibui Spa](#) and [online](#).

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