

# Robb Report

STYLE / GROOMING

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## Malin+Goetz Opened a Stylish New Store in New York City. Here's a Look Inside.

The cruelty-free skin-care brand's new location is a calming, one-stop shop for locals and tourists alike.

By WENDY BOWMAN



Malin+Goetz

Upper East Siders, meet your new skin-care hot spot.

Beauty purveyors [Malin+Goetz](#) just opened the doors of its latest shop on Madison Avenue and 86th Street in [New York City](#). The minimalistic space is nestled within the Bellemont, a collection of luxury residences just one block away from Central Park. Its unveiling marks the brand's eighth location in N.Y.C., including two others in Brooklyn. Though its interior is inspired by both by the Big Apple's bustling energy and need for a reprieve from that same hustle and bustle, the store's stylings embody the very neighborhood in which it sits.



The store's entrance on Madison Ave and 86th Street.  
MALIN+GOETZ

Like all Malin+Goetz digs, the overall design is meant to evoke a modern apothecary. But the new Madison Ave brick-and-mortar was also crafted to fit in among the museums nearby, such as the Guggenheim, the Neue Gallerie, and, of, course, the Met. The store's sophisticated blueprint, created in partnership with [O'Neil Langan Architects](#), evokes those neighboring art galleries with smooth sculptural displays crafted from traditional oak wood. A warm green hue—a nod to Central Park—can be found throughout the store, eliciting a tranquil effect that's also carried by its matte concrete floors.

As for the products themselves, Malin+Goetz's best-selling essentials in the skin care, bodycare, fragrance, haircare, home, and travel categories fill up the store's cubby-like shelves. This makes it a one-stop shop for Upper East Siders and tourists alike, where classic products like its peppermint shampoo and grapefruit face cleanser can be found, alongside the dark rum candle and perfume. Its no-fuss interiors also make it easier to choose the products best for you without getting distracted.



A colorful display of Malin+Goetz candles and perfumes at the location.  
MALIN+GOETZ

Of course, the skin-care brand is no stranger to a standalone store. The Madison Avenue location is Malin+Goetz's newest addition to over 20 temporary and freestanding locations worldwide. Cofounders Matthew Malin and Andrew Goetz opened the Chelsea flagship in 2004 to cater to the lifestyle of the local customer. Twenty years later, the company has locations spanning six continents, with a number of flagship apothecaries from New York to Hong Kong. Its cruelty-free offerings are famously gentle and designed for every skin type and tone, as well as all genders.

Aside from a smattering of museums, the skin-care brand (located at 1165 Madison Ave.) is now neighbors with [other new names on the strip](#) such as Versace and Hermès. Giorgio Armani Residences are also opening on Madison this year, along with Van Cleef & Arpels and a new Sotheby's outpost.

But if you need a break from all that commotion (and to pick up a new product or two), you now know exactly where to go.