

Malin+Goetz in Manhattan

With a love for dogs, and for New York of course, it makes sense that a couple like Matthew Malin and Andrew Goetz would start a beauty line dedicated to well pets, the city and everything that goes with the bigger lifestyle. Malin+Goetz has been around since 2004 but what makes the brand outstanding is that it really is just what it says it is: a small, family-operated business in Manhattan. Oh perhaps that is the ultimate luxury? To be able to involve the closest to you in a brand that then spontaneously becomes so close to you.

Their beauty template, that swept across the New York hotel scene and homes of first Chelsea home-owners and then the rest of the boroughs, is based on using technology to its utmost advantage combined with natural ingredients and then a pared down minimalism in design and aesthetic that doesn't parade around the bathroom. Or now also around the home...

The appeal of unisex, the allure of being straightforward and undemanding and the deftness of use all appeal to the modern seeker of beauty products. To pacify the demanding critics the brand uses its neighborhood Chelsea roots and superior customer service as their mantra. Naturally the product development in-house, the locavore nature of the brand and a promise of sustainable, equal and fair trade appeal to the market louder than what Matthew or Andrew could have imagined. You know you've done something right when you see bellhops and room service damsels running across the Grand Life Hotels with bags of amenities that guests are requesting to take home. I'm pretty sure that warrants a wink.

Luxury is interesting in that sense. These products, carefully curated, lucidly put together, handled by family and unpretentiously themselves are what luxury brands all aspire to. But what Malin+Goetz reveal, so effortlessly, is that luxury comes from within: a belief in a product's nature, a feeling of quality and an assurance that there is a definite responsibility to the world involved in the entire process.

By Daniel Scheffler



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