



Amit Torres

Raising beauty standards by changing people's allure

Explorer of countries and opportunities, Amit Torres and his wife Alison are a visionary couple, who devoted themselves to establish the bespoke Richmont Monaco brand, an institute that offers endless beauty and uplifted confidence to their clients. Their journey is proof that nothing is impossible if you are persistent enough to fulfil your dreams.

Originally born and raised in Israel, Amit Torres has been travelling the world since the age of 21. He lived in multiple continents, found love, got married to a Parisian girl, and decided to open up Richmont Monaco in the heart of the Principality.

Like many young men, Amit was also filled with dreams and eagerness to live a free life where he can live for his passion, surfing. Growing up in Tel Aviv, he has always been surrounded by the sea and great weather, similar to people who live in the Principality of Monaco.

One day, his high-school best friend decided to move to Hawaii to work in the skincare industry. This changed Amit's life as well, bringing him on an unexpected journey to help people feel better.

The idea for any surfer to live and work in Hawaii is imaginary. This was true for Amit as well, who besides the big ocean waves, equally admired the beautiful nature.

"My best friend worked at a very high-end company that was selling skincare products and I asked him whether they had a place for me. He said, of course, let me check. A week later I received a call saying that he spoke with

his boss and if I was interested, they would invite me to work with them in Hawaii."

The company offered to pay all the travel costs and also to help Amit to settle in, so he took on the opportunity without hesitation.

"Moving to Hawaii in my early 20s was a risk for me, heading to the unknown, alone without family or friends to support you. But looking back at it was well worth it. The sole experience was a real eye-opener for me."

Amit learned the beauty business, the ingredients used in the products, the common skin problems, and the way to treat them. But for him, Hawaii was just the beginning of a long journey that led him to the Principality of Monaco.

"I realised that I love it and I am really good at it, so why not expand my knowledge and to study the world of anti-ageing."

At first, Amit accepted an offer to be a manager of a new skin institute in Las Vegas, USA. This opportunity allowed him to test his skills on the management side, proving that he can run an entire institute.

The extremely fast-moving city of Las Vegas was completely the opposite of Hawaii and its breathtaking nature. Amit really liked this change and the idea that everything was luxurious and high-end in Las Vegas, from the services to the atmosphere. Everything was just over the top.

Driven by the idea to capitalise on his biggest experience, namely to learn how to manage people in a business, Amit was ready for the next step.

“One day I had a meeting with the owner of the institute, telling him that I would like to create something bigger, something that will inspire people and enhance their experience. I offered him to do something together, a new institute in a new location. After two days of thinking, he came back to me with his positive approval.”

After a long strategic research where to open a new institute, they came up with the ideal location, Sydney, Australia. Their choice of Australia was because the Ozone hole is right above the continent. The sun in Australia is 7 to 10 percent stronger than similar latitudes and there are a lot of people with sun damage which is the number one reason why people are losing collagen, suffering from hyperpigmentation and aging faster than the rest of the planet.

“I fell in love with Sydney, which is a really nice place to live in. It offers a very good balance between life and work. We found an amazing place on George street which is a very good location. We created a luxurious institute and we spent a lovely four years there. It was a very nice experience.”

Success followed Amit everywhere he went, so just in four years, his business competitors decided to make an offer to purchase his part in the institute. After a brief hesitation to sell his baby, Amit, who knew that he can always set up a new place and improve his model, decided to sell his business in Australia and embark on an inspirational journey of 1 year around the world.

“When you travel and explore cultures it really can open up your eyes. You can really see the different cultures, and see things from a

different perspective. This trip truly provided me with the essential tools that I used after my journey.”

Travelling around the world, do you have any favourite places to visit?

“It’s really hard to choose just one place as they all have their unique charm. The place I really liked was the South American region. I loved the hospitality, the different cultures, the people, overall the way they do things. I think it changed a lot of my personality.”

After eight months of travelling, an industry friend of Amit contacted him and asked for his help with their institutes in Singapore. They needed someone to optimise and scale the business. Amit started to make changes, and they transformed the business ending up opening a brand new institute that was fully booked two months in advance.

“I have always been travelling from a young age, experiencing different places, and at the same time working in the same field. The Singapore experience triggered in me the idea to offer my services to other colleagues. I was shocked by how many people needed help to improve their institutes. We ended up in Mexico, the Caribbeans, amazing places like St Barth, Saint Martin and a few other places in Europe.”

Amit offered his expertise all over the world and at the same time learned as he saw a lot of new things, and gained invaluable experience on how people are working, what materials and tools they are using, what the feedbacks and challenges with clients in different areas of the world are.

“There is a saying that says “The teacher is learning the most.” It was really true for me. I travelled to teach and in the meantime, I learned a lot. It was a really good intellectual exchange because when you experience people from so many backgrounds and skin types, from Asian to Caucasian, South African, Afro-American skin types, you get to learn how each skin reacts with different products and technologies. I collected a lot of information and data.”



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The globetrotter Amit, finally ended up in the Principality of Monaco, and a Parisian lady had a very important role in this.

How did you meet your wife?

“One day, I went back to Tel Aviv to visit my family. I was playing volleyball at the beach with a group of friends when I noticed a beautiful young lady on the side who was looking at me playing. I found her very attractive, she literally took my breath away. Our eyes met many times during the match, but I didn’t start a conversation with her. I was really shy to approach her despite all the positive encouragement she sent my way. After that day I was thinking a lot about the girl from the beach” - remembers Amit. - **“One night, the following week, me and my friends went to a bar. I was just about to leave at the door when suddenly someone was tapping on my shoulder. I turned around and saw this young lady again. I immediately recognised her from the beach. And this is how I met my wife, our meeting was meant to be. So we started to date, and the rest is history”** - laughs Amit.

Alison, who is French, is originally from Paris. Before moving to Israel, she used to be a fashion photographer until one day she decided to focus more on individual beauty, a topic she was very passionate about. This was even before the couple met in Tel Aviv. Alison is a very talented nail artist, who masters the art of nail anatomie and Russian manicure. She focuses on everything about beauty, hair, make-up.

“When we met we had this attraction, but it is kind of funny how life brings someone into your life who is doing something almost exactly like you. It was meant to be.”

It was Alison who came up with the idea to open up their own skin institute and establish themselves at a young age. Amit agreed with her, and the timing was perfect. The only question was the location.

The first location they looked at was London, the UK, chosen by Amit. However because it had no beach and the weather was mostly grey and rainy, it was not an ideal place for Amit to settle down.

“I had to try London and give it a chance. I was riding the tram and it was the middle of the day at lunchtime and the sky was already dark. It felt quite depressing and I just realised that I had not seen sunlight in a full week. So, I finally understood something that Alison had previously tried to explain to me. It is very difficult to uplift people if you don’t feel well in the place you live in.”

Our next destination was Geneva, Switzerland. The hunt continued for the best location in Europe for our new institute. The people are quite wealthy there, but Alison and Amit ended up with the conclusion that it is not really a good fit for them either.

“Alison told me that her mom has a place in Cannes. So we decided to look around there as well.”

Amit, who had never been to the South of France - the Côte d’Azur - before, was eager to be guided around by Alison. They visited Cannes, St Tropez, Nice and they also took a day trip in Monaco, which came as surprising discovery.

“I arrived in Monaco and realised that the weather is amazing, the Principality has the sea, the place is very high-end, similar to what we are doing. The people seemed very nice and very international, exactly the type of people we were looking for. I said to Alison,

this was the place. We decided to go with our gut feelings. This is it, we arrived.”

Who and how did you come up with the name Richmont Monaco?

“To find a name for a company is super difficult. Normally, you have many options, which can make you get lost. We were looking for a word that describes Monaco and the mountain that the old city, Monaco-Ville was built on” - starts Amit. **“So for us, Monaco is a very rich place and it is famous for being built and surrounded by big mountains. So basically, we simply merged the two words: “Rich” + “Mont”, to “Richmont”, and the Richmont Monaco brand was realised.”**

Was it easy for you to establish Richmont Monaco?

“It started out very difficult. At the beginning, people around us seemed to be discouraging. They warned us that Monaco is a closed world and that for us, as a young couple, it will be difficult to introduce our visions.”

It was not easy to keep out these opinions and to focus solely on our dreams and visions. Most challenging were those who thought they knew everything without real information behind. However, we kept strong our belief in our vision and found the best way through these challenging times and circumstances.”

What did you do to keep the dream alive?

“I did a lot of research, created targets and accomplished them one by one. Each small step we took revealed new horizon which gave us the hope to continue even when it was difficult. Success is the sum of small efforts. Life is about choices and my choice was to make my dream happen, no matter how many people stood in front of me with STOP signs.”

For Amit and Alison, establishing their Monaco business resulted in a difficult process, which they were not used to in other countries. However, even if the process was hard and time-consuming, the couple were able to open their institute in Monaco.

Looking back at this more than one year process, what was the hardest part for you?

“Besides the doubts of people around us, the uncertainty until we received the approval. It takes many months of waiting and waiting which is difficult when you are motivated and ready to start, filled with ideas and passion.”

After the initial approval, the second challenge was to find the right property, the right space for their institute. They were walking and knocking on almost every door but they could not find the right one.





"We came across a realtor, a very nice woman who had an off-market property. She said we might be interested in this, so we decided to have a look at it. She brought us to Boulevard des Moulins which came as a surprise for its ideal location, close to restaurants, shops and the school in a lively street for locals."

The space was destroyed and ruined with graffiti on the walls, closed and unused for almost two years. Everything was really in a bad condition. Nobody saw the vision that Amit saw in the place.

"I remember the moment when I entered because I knew immediately that this is it. I told myself, this place can be what we are looking for, our new institute. We wanted to transform it into the most beautiful institute in Monaco. The key challenge was to translate all my visions in my head into reality."

Knowing that it won't be easy to find someone who knows how to bring the finest and best of design work, Amit posted an advertisement on social media. He was driven by this feeling that they need someone who is not from Monaco, someone who can bring a fresh vibe.

A few days after his social media post, Amit received a very unique message. This person stated that he used to be the head architect of Giorgio Armani and he was working for Armani for over 20 years. The architect recently moved from Milan to Israel and he offered to meet with Amit.

"When I met with the architect, we instantly had this click" - remembers Amit. - "Building a new interior is a minimum six months project and if you do not have the right person next to you, then it is almost impossible to realise the project in the way you had originally envisioned it. I knew that we needed a good team to bring this vision into reality."

Amit, you are a perfectionist, and you were involved in all the details, preparations, and planning. What role did you leave for Alison?

"She is really great because she balances me" - laughs Amit. "I can be very perfectionist. My wife is a very active partner and a very intelligent person with good feelings about people, she knows how to sense things with her feminine intuition. I give her most of the credits for how we are here today, without her, I am sure I would not be here. Also, she gets all the credits for bringing me here to the Principality of Monaco."

Alison was also the one who helped the couple secure their investors in a way that they can still keep Richmond Monaco as a family business.

In the beginning, Amit started to pitch industry friends and experts with their vision boards, but Alison had this great and brave idea to keep it as a family business.

“As I see, Monaco has a lot of challenges that filter people who are coming here. For example, not everyone takes the hits, challenges, and long processes well in Monaco. We see with many of our friends who live in Monaco that they have to make compromises but we decided to go ahead. We were faced with many obstacles, but we decided to not give up. This toughened our skin as well. I think only people who really want to be here and believe in their aims, can take all this. So in the end, it is actually a good filter for Monaco.”

Richmont Monaco opened its doors during the summer of 2021 in the middle of the Covid pandemic. Do you see any effects of the Covid protective masks on the skin of your clients? For instance, people often experience dry skin.

“Actually, we have been seeing something very disturbing in the past few months. A lot of people are coming with a variety of different skin issues appearing only on the skin areas where you wear the protective mask. We believe this is the stress of the skin, the fact that the skin observes less oxygen that results in hypoxia in the skin tissues. Many people are obliged to wear these masks the whole day which is not healthy for the skin. The top layer of the skin needs oxygen as well. We see those oil bumps and acne around the chin area which we usually treat by infusing more oxygen into the skin using oxygen facials, but we are also doing certain peelings and LED treatments. The LED light is really helpful, especially blue light because it is antibacterial. Blue light really helps kill all the bacteria that get stuck in the skin and block the pores. We also do hydrofacial treatments which are done with a special machine that is able to detox the skin by sending active solutions to it and vacuum the impurities at the same time. The



human skin also needs deep cleaning” - laughs Torres.

Why do you recommend LED light to revitalise the skin under the Covid mask?

“LED light is just one example, something that you can use at home while you are watching Netflix. It is a technology developed by NASA, when they experimented on growing vegetables in space. They noticed that when they projected LED lights onto vegetables they grew 400% faster than with normal light. Experts started to do a lot of experiments on the human body as well and they discovered that the human body acts the same way with the production of collagen and elastin. Once you have more collagen and elastin, your skin will be more elastic.”

One of your philosophies is to teach people how they can improve their skin and overall physical well-being. Why is it important for you to offer them home treatments instead of inviting them directly to your institute?

“We really believe in home care and we believe this is the future of skincare. Truth be told, a once-a-month treatment in an institute is less effective than a combination of institute and home treatment. There is a lot of homework to do and this is how you can achieve tremendous results. You just need to have a very good routine.”

Amit's philosophy is that the key to achieving good results lies in the combination of technology and active ingredients which should be the basis of every skin treatment protocol. He personally prefers non-invasive treatments, since technology is really advanced nowadays. There are incredible things one can do with non-invasive treatments, and Richmond Monaco can do all of them here locally in Monaco.

How would you differentiate your brand from others? Monaco has many excellent beauty facilities.

“It is a great question. When we started Richmond we wanted to create a place where the client feels very special. We are all

individuals and instead of finding a special location, we wanted to create a special place around our clients. We have this thing that has always been following us. Many places offer treatment menus, although the clients do not necessarily know the right treatment suitable for them or how to exactly resolve a skin problem. They do not know which treatment they should choose from the menu" - starts to explain Amit. - "We decided to do it differently because everyone has different skin and we all have different lifestyles. Some of us work in a dark office, while others are exposed to the sun with more skin damage, some of us drink more alcohol, while others are smokers. So you cannot offer ready-made treatments that are equally effective no matter what your skin condition is. Since we all have different skin, we need different treatments."



They decided to understand first the individual needs, the different skin types, and based on that to offer something that is always specific to that person. Amit and his expert team are specialised in the individual skin and not in the treatment itself. Therefore, each client has a different protocol.

"The journey at Richmond Monaco starts with the individual goals that a client wants to achieve, but also with a unique tool that scans your skin. We have a machine that provides one of the most advanced technologies in the skincare industry. This machine knows how to identify twelve different skin conditions. So it analyses pores size, pigmentation, hydration, collagen levels, elasticity, etc."

This state-of-art machine takes three different photos using eight different lenses. Then it analyses the skin and gives you the exact measurement and condition of your skin today. It is also a great tool to monitor the progress after every treatment, so the client can see the improvement and effects.

"Think about it, when you enter a beauty salon they will offer you a ready-made treatment. But if you don't know the WHY, the cause, and source of something, then you cannot know the HOW to treat it. This is why focusing on the individual problems is important."

We all have a biological age, but it often differs from the age of our skin. Amit's machine can also give you the age of your skin. The reasons for the age difference can be many, maybe someone was exposed more to the sun, or didn't necessarily treat the skin; it can show you as well what is going wrong underneath your skin.

For example, many people as young teenagers had acne which created mini scars. For some of those scars, there is a solution with non-invasive treatments and even if those scars are deep they can be filled up, improving the layer of skin. So the total appearance will be more radiant and glowing skin. The same goes with wrinkles.

"I would really recommend everyone to come and check out the condition of their skins because it can be awakening. There are a lot of things we can do for a client in terms of modern diagnosis. It allows a better understanding."

From where do your passion for beauty and this industry come from?

"Hawaii was a trigger and the door. But the main passion, the main reason that I am working here every day is seeing people change positively. We often see people who come in with a problem, something that bothers them, something that might not be so evident for others but for them is critical. Regaining confidence can take years to develop and to get back. Over the years, I used to see those people come in and see how they transformed after we helped them fix their problems. Everything becomes meaningful when I see their expressions as they realise for the first time the change in the mirror with their eyes glowing. It is for them the feeling of a "good hair day", but something more constant because from then on they will wake up every day with the same new confidence. I love this because seeing these changes motivates me to keep going on. It is our joy to help someone feel better about themselves."

In parallel to their institute opening in the Principality, Richmond Monaco also started to invest in home care technology. After two years of research and development, with product designers

from both Monaco and Israel and a manufacturer in Korea, Richmond Monaco developed a whole new product line for their clients.

"As I mentioned before, I believe in a combination of clinical and home treatment. Part of our mission is to help our clients, to support and improve the results."

Aren't you afraid that one day you will run out of business? Just as most men are not going to the barber anymore, they just buy the razor at the local store?

"I am absolutely not afraid of this. Actually, I encourage our clients to do more home treatments. Of course, skin analysis and some stronger treatments cannot be done at home. But for basic treatments, you can create a lot of visible results in your home environment."

Do men visit your institute in Monaco?

"You would be surprised. More than 30% of our clients are men. You can see the trend that men are starting to really look after themselves. The manly-men are the best clients" - smiles Amit. "Do not forget, our institute is not only there to change your skin, but to change your overall well-being."

How do you attract these people?

"First of all, the skin care machines and treatments are something very unique and often the very first step. After that, we like to propose our membership program which works the same way as a gym. So basically you pay a monthly fee and you have access to multiple treatments based on your individual needs. Just as in the gym, you can come anytime for various treatments which are considered by our most loyal clients a value for money."

As a final question, do you see a new store soon in your home country, in Israel, as well?

"I wish. It would be a dream come true for me to develop the Richmond Monaco brand in Israel as well. It is something that I definitely want to do in the near future."