

Louis Piercer expands its creative ecosystem with luxury piercings, Louis Jewels, and training with Louis Academy.

From Turin comes a structured brand that combines body piercing, jewelry, and professional training in the contemporary beauty sector.



Turin, Torino Jun 30, 2026 ([IssueWire.com](https://www.issuewire.com)) - Louis Piercer has announced the expansion of its brand through the development of three interconnected business areas focused on body piercing, jewelry, and professional education.

Originally established as a body piercing studio in Turin, the brand has evolved into a broader project designed to combine aesthetic services, curated body jewelry, and industry training under a single identity. The expansion includes Louis Piercer, dedicated to professional body piercing services; Louis Jewels, a brand specializing in premium body jewelry; and Louis Academy, an educational platform for individuals seeking professional training in body piercing.

According to the company, the initiative reflects the growing demand for high-quality services, safe piercing practices, and specialized education within the body modification industry. The project also aims to promote greater awareness of professional standards and the role of piercing as a form of personal expression.

"Our vision is to create an integrated ecosystem where professional piercing, carefully selected jewelry, and education support one another while promoting quality, safety, and continuous learning," said Louis Piercer, founder of the brand.

Based in Turin, Italy, Louis Piercer plans to continue expanding its educational activities and jewelry offering while strengthening its position within the Italian body piercing industry.

About Louis Piercer

Louis Piercer is an Italian brand based in Turin specializing in professional body piercing services, premium body jewelry, and industry education. Through Louis Piercer, Louis Jewels, and Louis Academy, the company aims to support the development of high professional standards and promote informed practices within the body piercing community.



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