

MIRROR MIRROR IMAGINATION GROUP DEBUTS CHIC NEW PALM BEACH BEAUTY & LIFESTYLE CONCEPT BOUTIQUE

Jeanine Recckio, the world's only beauty & lifestyle futurologist, becomes the future of Palm Beach with her new concept boutique & trend-spotting studio!

FOR IMMEDIATE RELEASE

Nestled among the finest of the fine (think Gucci, Cartier, Tiffany's), Jeanine Recckio, the world's only beauty and lifestyle futurologist, has opened a stunning new concept boutique and trend lab on Palm Beach's exclusive Worth Avenue. Having made her mark as a highly respected visionary, jet-setting trend-forecaster, consultant to global beauty brands, and founder of the trend-spotting Mirror Mirror Imagination Group, Jeanine is now bringing her exotic treasures from around the globe to savvy Palm Beach shoppers.

It's a place synonymous with "The Good Life": the glittering glitz of the rich and famous ,, sun-drenched beaches and dogs in diamonds ... the über-chic destination of wealthy vacationers, royalty & celebrities ... & the world's most famous and exclusive shopping districts. Palm Beach is the perfect setting for a successful trend-spotter to investigate the future of beauty and lifestyle.

In this high-tech, high-touch shop on the charming Italian Via De Mario (just a few shops down from Chanel), Jeanine Recckio opens her imaginary suitcase from her jet-setting adventures and displays the chicest, most unique finds from around the world. With a revolving influx of rare, exotic merchandise, Recckio offers hand-picked global must-haves in fashion, music, entertaining, beauty, and lifestyle ... stylish linen shawls from Italy, the prettiest Parisian vases from her recent getaway, luxury soaps from Florence, elegant makeup mirrors from Milan, exotic seashells from the Mediterranean.

The Mirror Mirror Beauty & Lifestyle Concept Boutique is also home to Jeanine's brand-new exclusive Palm Beach-inspired jewelry and hat collections, all designed by Jeanine herself. Also on display is Jeanine's futuristic-meets-all-natural Pretend Beauty™ cosmetics and skincare line, which merges innovative formulas custom-made in our Italian lab with Certified Organic Extracts like Florida Honeybell and Sicilian orange for the ultimate in upscale healthy, high-tech beauty.

The store itself is a candy store of beach chic goes glam ... an all-white world, with playful touches of swimming pool blue and shots of pretty pink, accented with luscious greenery & stone garden sculptures.

"We have pink champagne on ice at all times & our own Mirror Mirror Pretty Water™ always flowing," Jeanine says. "It's the chicest spot on Worth Avenue."

Jeanine Recckio
beauty & lifestyle futurologist

Global Headquarters
590 Madison Avenue 21st Floor
New York, New York 10022
tel 212 339 0037

Futuristic Trend Boutique & Design Lab
326 Peruvian Avenue Via De Mario
at Worth Avenue
Palm Beach, Florida 33480
tel 561 655 1045

info@mirrormirrorinc.com
www.mirrormirrorinc.com



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The neighboring Mirror Mirror Imagination Group Design Studio is a vantage point for all things new ... Jeanine's appointment-only studio is where clients meet to predict their industries and anticipate consumer behavior based on Jeanine's ability to forecast trends. The company will mirror the work it has been recognized for in its Manhattan headquarters, conceiving cutting-edge product lines and brand extensions from its tony Palm Beach space.

"Worth Avenue & Palm Beach were important locations for us to be in for our second office site," Jeanine says. "All the best global companies are flocking to that area of the country, so there's a chance to touch all the corners of the world. Derms, plastics and high-tech beauty are so big in Florida right now. To have our fingers on the pulse of the latest and to capture that timeliness, we needed to be where the new trends are being born."

Jeanine has been the secret weapon for cosmetic empires, Fortune 500 companies and upstart brands. Her signature can be found on global brands and products that have revolutionized the way the industry and women view beauty ... think MAC, TRESemmé, Colgate-Palmolive, Sephora, Dessert Beauty Jessica Simpson, The Body Shop, Maybelline, La Prairie, Revlon & more.

For more information on this new location or to schedule a tour of the Mirror Mirror Beauty & Lifestyle Concept Boutique, please contact Jeanine Recckio at 212 339 0037. For more information about the Mirror Mirror Imagination Group, please visit our website at www.MirrorMirrorInc.com.

Contact Jeanine Recckio info@MirrorMirrorInc.com

Global Headquarters

590 Madison Avenue
21st Floor
New York, New York 10022
tel 212 339 0037

Futuristic Trend Boutique & Design Lab

326 Peruvian Avenue #6
Via DeMario at Worth Avenue
Palm Beach, Florida 33480
tel 561 655 1045

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Mirronorim

imagination group®

Jeanine Recckio
beauty & lifestyle futurologist

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New York, New York 10022
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