



Jeanine Recckio

CEO

Mirror Mirror Imagination Group
beauty futurologist

Bio & Professional Background



Meet **Jeanine Recckio**—the girl with the coolest job in the world! As the world's only beauty and luxury lifestyle futurologist, this globetrotting visionary is a rare breed of expert who sees things others can't.

"I often get asked—what exactly IS a **beauty futurologist**?" says Recckio. "The answer is simple: Someone who has the ability to predict what consumers will wish for next, and create the product that meets that need—before it becomes a longing." Jeanine Recckio invents the biggest ideas in beauty and lifestyle, magically turning them into global success stories. The first to know what's hot, what's next, what's better, Jeanine's extraordinary, forward-thinking skills bridge the gap between consumer demand, research and development labs, and beauty boardrooms, delivering the trends consumers want, before they know they want them.

Her passionate flair for **future visioning** and trend spotting has made her an invaluable asset for the world's most prestigious and powerful beauty and lifestyle companies. A force in the industry for over 20 years, Jeanine Recckio is the only beauty forecaster out of 900 trend forecasters across the globe. She is also the founder of the one-of-a-kind creative think-tank, Mirror Mirror Imagination Group, which not only **publishes the Crystal Ball Trend Report**, but also offers **private label cosmetic manufacturing**, working with top-tier businesses across the globe to strategize, create, and produce some of the industry's hottest, trendsetting products. She's also the curator of numerous pop-up trend stores – Jeanine's "living magazines" – featuring the future of beauty, jewelry, fashion & home decor. The hottest location is at **Donald Trump's** exclusive **Mar-A-Lago Club** (Trump Spa) in Palm Beach.

Those fabulous products you can't resist every time you pop into Sephora? Jeanine Recckio probably developed the trend—and it's likely she created it, too. What does a company do when they spot a brand in trouble? They call Jeanine, who swoops in to save the day, figuring out the hottest, most profitable way to put them back on top. Who do you contact when you want to make your line even more cutting edge and beat everyone else to the punch? Jeanine, of course! Known as the industry's **speed queen**, she has the prowess, organization, and know-how to launch brands and products in six months or less (most take 18).

From the time she stepped into her first job, Jeanine Recckio had the uncanny ability spot the trends before they happened. The first person in the industry to see the need for **beauty trend reports**, since Jeanine had the knack for knowing what consumers were going to want, she decided to create them herself. This incredible foresight, gusto for the business, and capacity to deliver the goods put Jeanine Recckio on the map.

Today, Jeanine Recckio is the personality, force, and entrepreneurial mind behind the **Mirror Mirror Imagination Group**, which she launched over fifteen years ago. Based in New York City and Palm Beach, Florida—and with R&D and manufacturing in New Jersey, Florida, Asia and Italy—Jeanine's razor-sharp focus enables her to pinpoint and analyze trends for her clients. She utilizes her creativity and consummate knowledge of the industry to invigorate and propel brands into the future, ensuring they stay at the top of the world's most competitive markets.



What makes Jeanine Recckio's Mirror Mirror a truly unique force in the industry? Mirror Mirror, like no one else, offers clients **private label cosmetics manufacturing**—the complete package—driving brands from concept to counter: Jeanine identifies the hottest new trend, then works side-by-side with her clients to ensure that trend evolves to its full potential, translating it into the next big breakthrough beauty concept.

Then it's time for to make that concept a reality: Her **world-renown team**—spearheaded by Jeanine's engaging sense of humor, enthusiasm, talent for organization, and supportive nature—utilizes unmatched experience, cutting-edge ingenuity, killer copywriting, extraordinary package design, global R&D support, key strategic alliances with the world's best factories to create the newest, dazzling, highest-quality, and most desirable products in skin, health, body, and cosmetics and focused connections with the top Retailers in the business.

Jeanine Recckio also publishes the acclaimed **Crystal Ball Beauty & Lifestyle Trend Report**, which peer into the future of the industry and predict exciting trends and advancements in an array of markets, from beauty to food, fashion to home. Incredibly detailed and fully customized, The Crystal Ball Trend Reports include up-to-the-minute forecasts, predictions, visions, beauty and ideas, along with unique magic boxes that contain the latest products and inspirational items from all over the world. Jeanine Recckio has a unique global following & captures her fans as a timely forecaster with her magical Newsletter, blogs & tweets too!

No wonder Jeanine Recckio is the highly prized **secret weapon** for major cosmetic empires, Fortune 500 corporations, and upstart lines. Jeanine's distinctive signature can be found on global brands and products that have revolutionized the way the industry—and the women of the world—view beauty. And now, as the beauty and lifestyle worlds collide, she's designing everything you can imagine, from toothpaste to body soap, deodorant to detergent. Her **client list** is chock full of world's most important beauty and lifestyle companies—from boutique labels to huge corporations—and include **Sephora, M·A·C, LVMH Paris, Chanel, Dior, L'Oréal, Garnier, Kraft Foods, Frederic Fekkai, Keratin Complex, KeratinPerfect, la prairie, Fusion Beauty, Tom Ford Beauty, Trump Spa, Maybelline, Allure Magazine, ULTA, Lumene Skincare Finland, Alberto-Culver, Nexxus, Pureology Haircare, St. Ives Skincare, Soft Soap, Irish Spring, CVS, Dr. Perricone, Peter Thomas Roth, John Frieda Haircare, TRESemme, La Roche Posay, Colgate-Palmolive, Nivea, Sex and the City, Revlon, The Body Shop, Kevyn Aucoin, Avon/Mark, Jessica Simpson, Procter & Gamble, and many more.**

In addition to carving out and honing the cutting edge of global beauty, Jeanine Recckio is also the creative force behind numerous pop-up shops, and has earned a cult following through her **"living magazines."** Jeanine is incredibly proud to be the creative mind behind the exquisite collection carried by **Donald Trump at the Trump Spa**, adored by many of the planet's most fashionable women. She has also evolved into a designer of a total lifestyle brand, which she sells at her Mirror Mirror Trend Lab & Design Studio on Palm Beach's ultra-chic Worth Avenue. Continuously updated, Jeanine fills the boutique with chic discoveries from her world travels, ranging from Floribbean to Rock & Roll. As customers peruse the high-tech, high-touch shop, they are immersed in the forefront of fashion, music, entertaining, beauty, and lifestyle.

With so much face-to-face time, Jeanine Recckio sees first-hand how discerning and demanding consumers really are. Easily keeping pace with the girl on the street and her



ever-changing whims, Jeanine knows how to catch their eye, shape their tastes, enhance their lives, and earn their loyalty.

With so many intriguing facets, you may wonder what makes Jeanine Recckio—the woman with the finger on the pulse of the beauty industry—tick.

Jeanine Recckio was born an entrepreneur. The daughter of an upstate New York farmer, her family and community instilled the skills, values, dedication, and drive it takes to succeed in the challenging world of business. Fascinated by marketing at a young age, she launched her very first brand at the tender age of 8: A variety of potatoes—**Jeanine Recckio Brand Potatoes** with the *“No Duds in Our Spuds”* campaign—sold in grocery stores nationwide.

Her early **flair for branding** was equally matched by her love for the world of makeup—which completely mesmerized her. She vividly recalls (fortuitously) seeing her very first Revlon TV commercial, “We’ve Got Your Color,” and remembers her childhood collection of nail polish bottles, an obsession she had even though her mother wouldn’t allow her to wear makeup. That early fascination became complete dedication by the time she graduated from high school, so she moved to New York City to attend the **Fashion Institute of Technology**, from which she graduated at the top of her class. To this day Jeanine remains an enthusiastic fan of FIT’s industry internship and mentor program, and fondly remembers everything she learned from Hazel Bishop, the creator of the world’s first all-day lipstick.

Her first job—wonderfully—was at Revlon, where, a few years later, she became the company’s youngest-ever Vice President. Following in Hazel Bishop’s conceptual footsteps, she designed and developed a product for Revlon called **Lip Sexxy** (which became Revlon ColorStay Lipstick), which remains one of the company’s top brands.

After Revlon, Jeanine Recckio went on to work for the biggest names in the beauty business—Estée Lauder, Coty, and L’Oréal—and also co-created the Naked’s for Ultima II with good friend and **world-famous makeup artist Kevyn Aucoin**. She quickly became everyone’s “It” girl, the go-to woman when someone needed to know: What’s hot? What’s next? What should we do? Encouraged by Jeanine’s pale complexion, dark hair, engaging sense of humor, and knack for predicting the future, more and more of her colleagues began to stop by her office and say, “You’re like Snow White! Where’s your crystal ball? Mirror, mirror on the wall...”

The insightful phrase stuck, so when it was time to launch her own company, **Mirror Mirror** was born.

Today, Jeanine Recckio’s extensive knowledge, delightful personality, and unmatched expertise make her not only the most sought-after strategist for companies around the globe, but also one of the media’s favorite go-to voices for insightful perspectives on current and future trends. Jeanine has been featured and quoted in leading international publications such as *The New York Times*, *Financial Times*, *Oprah Magazine*, *WWD*, *Elle*, *Allure*, *CosmeticDesign.com*, *The Times of London*, *Crain’s*, *CPC*, *Cosmetic World*, *Beyond Beauty Paris*, *Beautylish*, *American Salon*, *Modern Salon*, *The Sydney Morning Herald*, and countless others. Also an author, Jeanine is the voice behind Mirror Mirror’s trend spotting online magazine, and is currently writing her first book, in which she will share her insightful beauty tips, secrets, and success stories.



Jeanine Recckio is also a [sought-after speaker on global future trends](#), and has given keynote addresses and speeches all over the world for numerous associations and professional gatherings including at ICMAD – Independent Cosmetic Manufacturers & Distributors, Brazilian CosmoProf, Mercedes-Benz Fashion Week Australia, Material ConneXion, CIBS (Cosmetic Industry Buyers & Suppliers), the HBA Global Expo & Educational Conference, LUXE pack, Cosmetics Europe association in Brussels, China Innovation Seminar in Shanghai and World Perfumery Congress in Cannes (alongside the design icon Philippe Starck). She is also an active member of numerous professional organizations, including Cosmetic Executive Women, Worth Avenue Association, Chamber of Commerce, Fashion Group International, American Academy of Anti-Aging Medicine, and the World Future Society.

From the values instilled in her while growing up in rural New York to the people she's met traversing the globe, Jeanine's many experiences and interactions have crystallized her **dedication to helping others in any way she can**. **Philanthropically & community** active, she always jumps at the chance when she's asked to help, and regularly donates her time, expertise, and merchandise to charities including **The American Cancer Society**, **H.O.W. (Hearing the Ovarian Cancer Whisper)**, the **Palm Beach Police Foundation**, **The Alzheimer's Association**, and **Lighthouse International's POSH event in Palm Beach**.

Jeanine's come a long way from the farmer's daughter who launched her own potato brand. Today, Jeanine Recckio's talent, drive, and unique, almost clairvoyant talent for seeing the future of beauty and lifestyle has made her the most sought-after professional in her field. **Not only is Jeanine the girl with the coolest job in the world—she's also the one who will make it happen!**

[What's next for Jeanine Recckio? Watch out for the one-of-a-kind Mirror Mirror Futuristic Beauty Collection, hitting stores soon!](#)



Jeanine Recckio Beauty & Lifestyle Futurologist

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Mirror Mirror Futuristic Beauty Collection

MirrorMirrorFuturisticBeauty.com



professional executive experience

Jeanine Recckio
luxury business futurist





Jeanine Recckio is a multi-talented business leader with a diverse range of talents & skills. She ignites impactful future-proofed solutions for today's competitive business world.

She is globally recognized for her dynamic & impressive career in the beauty/fashion world at L'Oreal, Estee Lauder, Revlon, Ralph Lauren & Coty ... with a proven track record of business success, award-winning product innovations & patents too ! Now as the owner & CEO of the hottest Trend Forecasting & Brand Innovation Agencies on the planet, she is the secret weapon & creative force for cosmetic empires, retailers, celebrities & new start-ups.

Jeanine has a truly unique ability to understand & predict trends at record speeds and link them to transformative action !

Jeanine is smart and clever with an electric & sparkling personality. Everything she does is driven by excellence & fueled by passion and flair. She is always filled with fun & joyful inspiration!

- Innovation Expert & Forward Thinking Inventor
- Global Sales Strategist & Profitable P & L Driver
- Product & Brand Development Expert
- Multi-channel Marketing Leader
- Social Media, Advertising & PR Guru
- Provocative & Motivational Team Manager
- Clever & Disruptive Creative Visionary
- Multi-Cultural Consumer Insights & Retail-tainment Expert
- Contract Manufacturing (Concept – Counter) Professional
- Future-Focused Package Design Thinker
- Clever Storyteller & Dynamic Copywriter
- High Luxury Taste-level Creative Director
- Award Winning Keynote Industry Speaker & Blogger

Jeanine is a true influential game changer & business transformer for any company in the beauty industry & beyond !

She has an endlessly curious personality with modern bold thinking ... she is uber chic and Wow ... and she REALLY did grow up on a potato & onion farm !

Jeanine M. Recckio

Professional background

Proven luxury marketing executive & product innovator with extensive experience in a broad range of creative strategic marketing & product development positions of increasing responsibility. An outstanding inspirational leader who effectively motivates global marketing teams to deliver uncommon performance. Results oriented decision-maker with a strong record of positive product inventions and profitable P & L performance.

BUSINESS EXPERIENCE

Mirror Mirror Imagination Group 2000 -Present
CEO & Founder : Beauty & Lifestyle Futurologist

Provide a full range of strategic creative marketing, product development, business planning, digital media & advertising, public relations, design, branding, innovation, trend & consumer insight, retail distribution, sales & more to leading powerful fortune 500 beauty & consumer goods companies, manufacturers, celebrities & new brands. Mirror Mirror is the leading Trend Forecasting & Luxury Marketing Agency in beauty, fashion & lifestyle.

Global Clients include: L'Oreal, Colgate-Palmolive, P & G, Estee Lauder, MAC, Sephora, John Frieda Hair Care, ULTA, Keratin Complex/Keratin Perfect, Maybelline, Garnier, Fructis Haircare, La Roche-Posay, Chanel, Dior, Dr. Perricone, Allure Magazine, la prairie, Nivea, Frederic Fekkai, CVS, Kevyn Aucoin, TRESemme Haircare, Bumble & bumble, Levis, Lumene Skincare Finland, SoftSoap, Irish Spring, Avon/Mark, The Body Shop, Pureology Haircare, Trump Spa, Avon/Mark, Marvin Traub/Financo, iBeauty.com, Alberto-Culver, IFF, Nexxus Haircare, St. Ives, Peter Thomas Roth, The Body Shop, Coty, Sex and the City, Revlon, Almay, Kraft foods, Cosmax Korea, SuperGirl Warner Brothers, Jessica Simpson & many more.

L'Oreal Global 1995 – 1999

Worked directly with global senior management in New York & Paris to launch the Helena Rubinstein into the US and developed special projects for Ralph Lauren (Romance fragrance, color brand development). Provided trend presentations to all the L'Oreal brands globally. Led the M & A due diligence for the Kiehls acquisition.

Ralph Lauren Fragrances division of L'Oreal 1997 – 1999
Assistant Vice President Marketing & Product Development Worldwide

Helena Rubinstein division of L'Oreal 1996 – 1997
Assistant Vice President Creative Marketing & Business development

L'Oreal Worldwide Luxury division of Cosmair 1995
New Business Development Consultant

Revlon Department Store Group 1992 – 1995

Vice President Marketing, Innovation & Product Development
Vice President New Brand Development & Acquisitions
Sr. Marketing Director Ultima II

Reported directly to the group president and managed all aspects of marketing, product development, sales, training, PR, merchandising, advertising, advanced R & D for global prestige store brands Ultima II, Charles of the Ritz, Alexandra de Markoff, Guess & Bill Blass fragrances. Created the award winning Naked's & Lipsexxy (ColorStay). Developed special celebrity projects for QVC/HSN. Managed all aspects of the brands with full P & L responsibility. Drove above market topline growth with strong profit results.

Estee Lauder, Inc 1990 - 1992
Marketing Brand Manager Prescriptives

Managed the marketing & product development of the Prescriptives color & fragrance business with full responsibility of the brand development, new product R & D, consumer activation, in-store displays & merchandising, advertising & pr, operations & forecasting. Launched the All Skins collection, Pick-2 custom compacts, Calyx holiday speed shopping collection. Prepared a business analysis of MAC to Mr. Lauder which led to the brand acquisition.

Coty 1989 – 1990
Brand Manager

Responsible for the full development & coordination of color cosmetic & fragrance launches into the mass retail distribution. Created unique visuals & photo-shoots to target a younger demographic.

Revlon 1986 – 1989
Assistant Marketing Manager Ultima II
Internship

Created new color trends, prestigious photo-shoots with Irving Penn & Kevyn Aucoin. Conceptualized the Nakeds color collection & new powder and makeup technologies. Led the repackaging of the entire brand with custom packaging. Developed fragrance concepts & gift sets for Norell, Guess, Ciara & Bill Blass.

Marina Maher Communications 1986 -1988
Public Relations Assistant – Freelance

Developed PR & press event strategies for Benetton, Geoffrey Beene, Pierre Cardin, Maxim de Paris, Nina Ricci, Orlane, Evian Facial water, Pupa cosmetics, niki de saint phalle perfume & Italian Trade Commission.

Bloomsbury Publishing London, England 1987
Strategic Marketing Associate

Education

Fashion Institute of Technology 1987
Bachelor of Science Marketing Communication

Associate of Applied Science Advertising & Communications 1986
Middlesex Polytechnic University London, England

Honors

Lee and Marvin Traub Scholarship
Advertising Women of New York Scholarship
American Legion Oratorical Scholarship

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MIRROR MIRROR

IMAGINATION GROUP



LUXETREME
CREATIVE MEDIA
Luxury Futurist Jeanine Recckio

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