



meet our fearless
CEO & founder



JEANINE RECCKIO

beauty – fashion – business futurologist



Jeanine Recckio
beauty futurologist – innovation futurist

JEANINE RECCKIO is a multi-talented team spirited FUTURIST in the world of consumer product goods with a diverse range of talents & skills. She ignites impactful future-proof solutions, creative innovation, design & progressive thinking for today's competitive business world.

Jeanine is globally recognized for her dynamic & impressive career in the beauty/fashion/lifestyle world at Estee Lauder, L'Oreal, Revlon, Ralph Lauren & Coty ... with a proven track record of business success, award-winning product innovations & patents. Now as the owner of the hottest Trend Forecasting & Brand Innovation Agencies on the planet, she is the secret weapon & creative force for beauty empires, retailers, celebrities & business start-ups including: *SEPHORA, MAC, P&G, Colgate-Palmolive, QVC, ULTA, Chanel, DIOR, la prairie, LVMH, Nivea, Unilever, Allure magazine, Strivectin, Formula Z Cosmetics, Dr. Perricone, CVS, Ogilvy, Ralph Lauren, Bumble & bumble, Target, Kraft foods, Walmart, Jessica Simpson, Whispering Angel Rose, L'Oreal & more.*

She has a unique ability to source, predict & understand trends at record speed and link them to transformative action!

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

- Disruptive Innovation Expert & Forward Thinking Inventor
- Global Sales Strategist & Profitable P & L Driver
- Product & Brand Development Expert
- Consumer Analytics & Data Decision Maker
- Multi-channel Experiential Marketing Leader
- Social Media, Advertising, Digital Content & PR Guru
- Provocative, Inspirational & Motivational Team Manager
- Rapid & Fast-paced Operational Problem Solver
- Clever & Disruptive Creative Visionary
- Multi-Cultural Consumer Insights & Trend Expert
- Contract Manufacturing Professional (concept – consumer)
- Future-Focused Packaging & In-Store Retail-tainment Design Thinker
- Clever Storyteller & Dynamic Copywriter
- High Luxury Taste Level Creative Director
- Private Equity & Venture Capital Connector
- Award Winning Keynote Industry Speaker, Presenter & Blogger Influencer

Jeanine is a true influential game changer & business transformer. She has an endlessly curious personality with modern bold thinking ... she is uber chic ... and she REALLY did grow up on a potato & onion farm!

Jeanine@MirrorMirrorInc.com

Journalists from all over the globe seek JEANINE RECCKIO for insight, editorial ideation, social media, international speaking engagements & more



makeUP New York



ADF AEROSOL & DISPENSING FORUM 2017 PCD PACKAGING OF PERFUME COSMETICS & DESIGN 2017 SEPTEMBER 6 & 7, 2017 | THE ALTMAN BUILDING & METROPOLITAN PAVILION, NEW YORK

HEAR ME SPEAK 10:00 - 11:30 | WEDNESDAY SEPTEMBER 6 KEEPING AHEAD OF THE GLOBAL TREND CURVE Jeanine Recckio, Beauty Futurologist, Mirror Mirror

WWD



dsn DRUG STORE NEWS

Beauty space, services need a makeover



WWD MILAN SPECIAL EDITION At Mass, Private-Label Brands Look More Like Power Players

COSMOPROF WORLDWIDE BOLOGNA



The New York Times



The New York Times



PROGRESSIVE GROCER



FINANCIAL TIMES



Mercedes-Benz FashionWeek AUSTRALIA

Cosmetics design.com

HBA GLOBAL EXPO

Cosmetics Europe Conference 2014 Cosmetics at the Crossroads of Science and Regulation 10 - 11 June 2014 - The Square - Brussels, Belgium

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