

**MIRROR MIRROR IMAGINATION GROUP OF PALM BEACH AND
NYC PARTICIPATES IN PALM BEACH FASHION WEEK**
*Beauty Futurologist Jeanine Recckio awards her knack for trendspotting
to a lucky auction winner from Trump's Mar-a-Lago Fashion Week Benefit*

FOR IMMEDIATE RELEASE

Among the 2006 Fashion Week's trunk shows and this season's what-to-wear styles, Palm Beach's newest fashionista, **beauty futurologist Jeanine Recckio**, took time to give to others at **Donald Trump's benefit gala at The Mar-a-Lago Club**.

Recckio donated one of her popular *New York City Shopping Trend Tours* as an auction item at Fashion Week's opening night gala, produced by the Worth Avenue Association on March 2. Honorary Chairs Mr. and Mrs. Trump chaired the evening that included the silent auction to benefit Habitat for Humanity. A fashion show highlighted top designer must-haves, while guests drank champagne and feasted on gourmet food.

"I believe strongly in Habitat for Humanity's cause, so given the opportunity, I was happy to support it by donating my time and Trend Tour," says Recckio. "Also, as an owner of a new business on Worth Avenue, I wanted to align myself with my new neighbors while giving to this important cause." Recckio recently opened her Mirror Mirror Beauty & Lifestyle Concept Boutique on the charming Via De Mario.

The winner of Recckio's Trend Tour will bring four friends and jet around Manhattan in a limo, with Recckio by their side. From Soho to NoLita to 5th Avenue, Recckio will bring the group to Manhattan's hottest spots, discovering the coolest beauty, fashion and accessory shops, stopping for a trendy lunch, shopping all day and finishing with bubbly cocktails.

The Shopping Trend Tours are the brainchild of Recckio. Valued at \$3,000, they are available to anyone interested in gaining insight and inspiration from hidden jewels in the city of their choice—New York, Miami, London, Paris and Palm Beach.

Recckio is quickly becoming a sought-after go-to-girl on tawny Worth Avenue. To much fanfare, she recently opened her Mirror Mirror Beauty & Lifestyle Concept Boutique. Just a stroll down an Italian wonderland of luscious greenery and stone garden sculptures, the store is a treasure in itself.

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In this high-tech, high-touch shop, world-traveled Recckio opens her imaginary suitcase from her jet setting adventures and displays the chicest finds from around the world in lifestyle, entertaining and beauty. The exclusive Mirror Mirror Pretend Beauty Collection is donning the shelves, Recckio's line of upscale beauty products created by Italian laboratories.

The neighboring Mirror Mirror Imagination Group Consulting Studio will also be vantage point for all things new—Recckio's appointment-only studio where clients meet to predict their industries and anticipate consumer behavior based on Recckio's ability to forecast trends. This studio's work will mirror their highly regarded Manhattan headquarters, conceiving cutting-edge product lines and brand extensions for cosmetic empires, Fortune 500 companies and upstart brands (think MAC, TRESemme, Sephora, Dessert Beauty Jessica Simpson, The Body Shop, Revlon and more).

The new Mirror Mirror Imagination Group Concept Boutique and Offices are located at 326 Peruvian Avenue in Via De Mario at Worth Avenue in Palm Beach, Florida 33480. Telephone 561-655-1045.

For more information on Recckio and her Shopping Trend Tours or to schedule a tour of her newly opened Concept Studio & Boutique, please contact Jeanine Recckio at 212-339-0037. For more about the Mirror Mirror Imagination Group, please visit www.mirrormirrorinc.com.

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