

Futurologist Jeanine Recckio Debuts Ultimate Palm Beach-Inspired
Hat Collection

*Sophisticated, fashion-forward Beach Chic Hat Collection
represents a fun, flirty take on resort chic*

FOR IMMEDIATE RELEASE

With the debut of her stylish new Beach Chic Hat Collection, Jeanine Recckio, the world's only beauty & lifestyle futurologist, continues to reinvent the Palm Beach fashionista look.

As a highly respected visionary, jet-setting trend-forecaster, consultant to global beauty brands & founder of the trend-spotting Mirror Mirror Imagination Group as well as her own upcoming Pretend Beauty cosmetics line, Jeanine has developed a well-trained eye for innovative fashion that makes her a natural as an accessories designer.

Jeanine herself designed these sophisticated, wide-brimmed straw hats, which are painstakingly handmade by the finest craftsmen in New York. Jeanine personally bestows each style with a unique, beach-inspired name.

With the elegant arches of their brims, the subtle tone-on-tone ribbon pairings in island-inspired hues like coral, lime, baby blue, white & soft pinks, and detachable oversize flowers that can be pinned on for extra flair, these hats aren't just the epitome of quintessential Palm Beach cool ... they're also incredibly flattering and versatile. Fashionistas can throw these stunners on for an afternoon at the beach or lunch at a trendy restaurant. And because, as Jeanine says, "beauty doesn't end at the hairline," the hats are designed with coral & pink tones underneath to give the face an alluring glow, sans facial. Because of Jeanine's extensive background in the beauty world, she considers the shape, face & color when creating a hat ... it's all about having the ultimate beauty in mind. It's no wonder fashion-savvy clients all over the world have been flooding the company with orders.

"Jeanine has a distinct aesthetic that she incorporates into her designs," says Jennifer Balbier, Sr. Vice President at Estée Lauder's MAC division & a devoted customer. "Her sense of color reminds one of a perfect beauty palette."

The Beach Chic Hat Collection is designer Jeanine Recckio's latest way of redefining how Palm Beach dresses. Jeanine is taking resort style beyond ladies who lunch and preppy, bold patterns in favor of something that's sexy, hip, young, cosmopolitan & European. Think Sophia Loren lounging in Capri, not stuffy.

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Since founding the Mirror Mirror Imagination Group, a creative marketing & trend forecasting agency headquartered in Manhattan, in 1995 and collaborating with well-known global beauty brands all over the world, Jeanine turned her attention to the booming area of Palm Beach, where a second Mirror Mirror office caters to elite dermatologists, plastic surgeons, hotels, and restaurants.

Jeanine's Mirror Mirror Beauty & Lifestyle Concept Boutique on Palm Beach's tony Worth Avenue is a pastel-hued, fashion-forward retail space/emerging trend lab showcasing rare gems found on Jeanine's travels as well as her own Pretend Beauty cosmetics line. After being unable to find accessory lines that perfectly captured Palm Beach's exuberant, hip attitude to carry in her boutique, Jeanine seized the opportunity to expand her thriving brand to encompass her Beach Chic hat line and Mermaid Chic jewelry collection.

The Beach Chic Hat Collection is sold exclusively at the Mirror Mirror Beauty & Lifestyle Concept Boutique in Palm Beach and retails for \$125 to \$495.

Jeanine has been the secret weapon for cosmetic empires, Fortune 500 companies & 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. She also publishes the Crystal Ball Beauty & Lifestyle Trend Reports for her beauty clients.

See the attached line sheet for specific details on each hat.

For more information 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 www.MirrorMirrorInc.com

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