

ABOUT JEANINE RECCKIO
beauty & lifestyle futurologist

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Meet Jeanine Recckio—the girl with the coolest job in the world. She is a beauty and lifestyle futurologist—the only one on the planet. And that means she is a rare breed of expert who sees things others can't.

From the day she began working in the global beauty biz, her flair for future-visioning was brilliantly apparent. Her office was the one with the crowd at the door, asking, "What's new? What's next? What's better?"

The coolest florist? The hottest stilettos? A chic hotel hideaway? That goes-with everything gloss? Jeanine knew what, where and how before anyone else.

Over the next 15 years she discovered that being the girl in the know was a valuable commodity. She began translating what she saw and forecasting how it would impact beauty, fashion and lifestyle. One day she realized that she could figure out what consumers wished for—before they actually knew it.

That's right—Jeanine predicts the future! Identifies the next big thing. Then she whips up dazzling concepts for breakthrough products that will fulfill consumer dreams and desires.

Soon this one-woman wonder packed up her crystal ball and bid the confining corporate world goodbye. She headed for Madison Avenue, where she started her own one-of-a-kind think tank—Mirror Mirror Imagination Group. Now she sits in her sleek white office, surrounded by magic boxes, high-tech tools and It-Girl toys. And the crowd at her door includes corporate execs and entrepreneurs who understand that trends drive new business—and every great trend starts with a prediction.

Corporate savvy meets spot-on intuition in this globe-trotting visionary, who has an uncanny knack for discerning correlations between cosmetics and technology, fragrance and food, body care and cars. Her bold insights into consumer culture and big ideas about how to develop, package, position and sell help innovative companies stay one step ahead of the game.

No wonder she's 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, Estée Lauder, Sephora, Dessert Beauty Jessica Simpson, The Body Shop, Colgate-Palmolive, Revlon, Avon and more.

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An alum of the Fashion Institute of Technology, Jeanine is a big fan of its industry internship and mentor program. She is a sought-after speaker on global future trends, and is active in Cosmetic Executive Women, Fashion Group International, American Academy of Anti-Aging Medicine and the World Future Society.

Jeanine has been featured & quoted in leading publications such as WWD, Elle, Allure, ICN, CPC, Cosmetic World, Beauty Fashion, American Salon, Modern Salon, Sydney Morning Herald, Fashion Wire Daily, Beyond Beauty Paris, Palm Beach Daily & more.



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