

**MIRROR MIRROR IMAGINATION GROUP ADDS TO THEIR
ADDRESSES WITH A CHIC NEW FLORIDA LOCATION**

*Beauty Futurologist Jeanine Recckio becomes the future of Palm Beach
with her new concept boutique and trend-spotting studio!*

FOR IMMEDIATE RELEASE

Nestled among the finest of the fine (think Gucci, Cartier, Tiffany's), **Jeannine Recckio**, **the world's only beauty futurologist**, has expanded her already successful Manhattan-based Mirror Mirror Imagination Group into one of the world's tawniest areas—**Palm Beach's Worth Avenue**.

It's a place synonymous with "The Good Life." The glittering glitz of the rich and famous. Sun drenched beaches and dogs in diamonds. Palm Beach—the uber-chic destination of wealthy vacationers, royalty, celebrities. It would only make sense for a go-to-girl to place herself right in the middle of this paradise.

In response to her customer demands, Recckio's new offices take concepting one step further... with the opening of their *Beauty & Lifestyle Concept Boutique* on the charming Italian Via DeMario (just a few stores down from Chanel). A stroll into an Italian wonderland of luscious greenery and stone garden sculptures, the store is a hidden treasure.

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. A revolving influx of merchandise, Recckio offers hand-picked global must-haves in music, entertaining, beauty and lifestyle—stylish linen shawls from Italy, the prettiest Parisian vases, luxury soaps from Florence, elegant makeup mirrors from Milan, exotic seashells from the Mediterranean.

The store itself is a candy store of beach chic goes glam—an all-white world, with playful touches of swimming pool blue and shots of pretty pink.

"We'll have pink champagne on ice at all times and our own Pretty Water always flowing," says Recckio. "It's the chicest spot on Worth Avenue."

The new exclusive Mirror Mirror Pretend Beauty Collection will also don the shelves, Recckio's exciting line of upscale beauty products straight from a laboratory in Italy. Precious Italian ingredients are the secret to this coveted new line, sold all over the world in chic spas and salons and touting products such as Pretend Lash Booster, Lip Plumping Gloss and Miracle Skin Products.

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590 Madison Avenue
21st Floor
New York, New York 10022
tel 212 339 0037

326 Peruvian Avenue #6
Via DeMario at Worth Avenue
Palm Beach, Florida 33480
tel 561 655 1045

www.beautyfuturologist.com
info@mirrormirrorinc.com



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The neighboring Mirror Mirror Imagination Group Consulting Studio will be 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. The Imagination Group will mirror the work they have been recognized for in their Manhattan headquarters, conceiving cutting-edge product lines and brand extensions.

“Worth Avenue and Palm Beach were important locations for us to be in for our second office site,” says Recckio. “All the best global companies are flocking to that area of the country, so there’s a chance to touch all the corners of the world.”

Worth Avenue in Palm Beach is known as a one of the world’s most famous and exclusive shopping districts—the perfect setting for a successful trend-spotter to investigate the future of beauty and lifestyle.

“Dermis, plastics and high tech beauty is so big in Florida right now,” she continues. “To have our fingers on the pulse of the latest and to capture that timeliness, we needed to be where the new trends are being born.”

Recckio has been 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, TRESemme, Sephora, Dessert Beauty Jessica Simpson, the Body Shop, Revlon and more.

The location of the new Mirror Mirror Imagination Group offices and concept boutique is 326 Peruvian Avenue in Via DeMario at Worth Avenue Palm Beach, Florida 33480. Telephone 561 655 1045.

For more information on this new location or to schedule a tour of the 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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