

## Trend Spotting

Look for great packaging ideas all around you.

By **MARIE REDDING**  
Senior Editor

**“F**eel the texture of this skin,” said Jeannine Recckio, beauty fu-turologist and trend forecaster, as she handed me a purple rubber frog. We were at Toys ‘R Us in Times Square, the first stop on our NYC Trend Tour. I could see how the soft, stretchy reptile skin would make a beautiful tube.

Recckio frequently hosts trend-spotting tours in New York City and Paris. “Sometimes my clients just need to get out of the office for a day, to feel recharged and to think of new ideas,” she says. Recckio’s Mirror Mirror Imagination Group (New York City) publishes the Crystal Ball Beauty Trend Report, a biannual trend forecasting book. It is read by package designers, marketers, and product development professionals at companies including The Body Shop, Colgate-Palmolive, L’Oréal, Estée Lauder, Avon, Sephora, Coty Worldwide, and Techpack.

Today, Recckio was doing a mini-trend tour for *CPC Packaging*. Our next stop was Bar 89 (89 Mercer St.),



Items we picked up on our trend tour, which could inspire future package designs.

where we walked into the unisex restroom. The walls are all clear, until you shut the door—then they fog over for privacy. “Wouldn’t it be cool to adapt this concept for a make-up compact?” said Recckio.

Our limo driver then whisked us away to the gift shop at the W Hotel Times Square. I found a red-and-white capsule-shaped case that opened in the middle. I imagined it being made larger, so you could pull it apart in the middle to reveal make-up brushes attached to each end on the inside.

Next, it was off to a Japanese bakery called Minamoto Kitchoan (608 5th Ave.). Recckio picked up a dessert wrapped like a fish, and a round, jellied peach sherbet that looked like glycerin soap. “The details are important here,” says Recckio. “These cakes are beautifully wrapped as if they were a gift set.”

Next door, at a Japanese stationery store called Kinokuniya Bookstores (10 West 49th St.), we found a miniature stamp-pad set. “This is so cubic and portable,” Recckio comments. “Why hasn’t someone made stamp-pad cheek color, or a stamp-on beauty mark?”

Our last stop was Dylan’s Candy Bar (1011 3rd Ave.). We found the most beautifully colored rock candy, which made us think of a great way to package bath salts.

Recckio concludes the tour with a reminder of how it is important to look everywhere for inspiration. She says: “Anticipating and interpreting trends is an art. You must look at what’s going on in every industry and translate your creative thoughts back into the beauty world.” ■

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