

more
about

us



President
Amy Marks-McGee

MBA-Marketing, Baruch College, NYC
and BFA-Advertising, Washington
University, St. Louis, MO.

Award-winning creative marketing
professional with over fourteen years of
success within the fragrance and flavor
industry. Solid marketing experience at
IFF, Noville and Givaudan. Expertise in:

- Trend Identification
- Inspiration Meetings
- Concept Development
- Brand Analysis
- Marketing Presentations

In-depth knowledge of multiple market
segments and strong fragrance
evaluation skills across categories. A
proven talent for proactively recognizing
mega trends and integrating them into
product concepts.

Native New Yorker who loves to explore
new neighborhoods, stores, boutiques,
restaurants and other sources to
discover emerging trends. Combines
passion for exploration with the skills
needed to identify trends and create
new product launches.



trendincite LLC

on a trend spotting...store hopping
and cool hunting trek through New
York City.

Trend excursions in other cities are
also available.

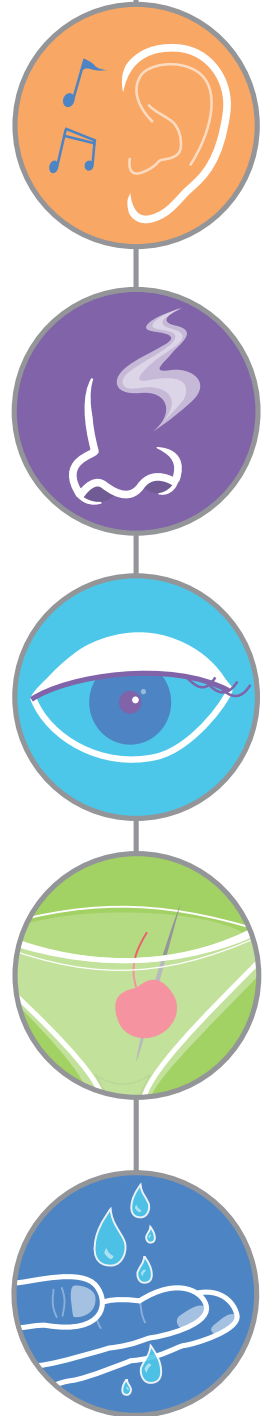
**“The best way to
predict the future is
to invent it.”**

- Alan Kay

trendincite LLC
Inspiration for Creation

888.561.1229

trendincite@aol.com
www.trendincite.com



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are
you

- too busy to read this brochure?
- identifying trends too late?
- out of touch with today's consumers?
- following a trend, not leading it?
- losing market share to "trendy" brands?
- a "me too" brand?
- up at night worrying about the next new product idea?
- stuck in an office all day?
- bored with the same old routine?
- so focused, you don't know what's happening around you?
- looking for inspiration?

call

888-561-1229

If you answered **YES**
to any of these questions...

step outside
& **get**
inspired

how

trendincite LLC

specializes in creating custom-designed guided **trend excursions** to inspiring and unique stores, boutiques and restaurants in New York City to encourage creativity and refresh your senses.

The trend excursion is followed by a **brainstorming session** designed to interpret and integrate the information into new product opportunities for your company.

Tours are customized to focus on **specific markets and themes** based on your needs.

trendincite LLC

what

will help you

recognize trends early
be proactive not reactive

anticipate consumer needs

heighten awareness
understand outside influences

capture inspiration
from unexpected places

develop unique product concepts
promote high-growth and profitability

enjoy the creative process

who

should use

trendincite LLC

Marketing Professionals

Brand Managers

Product Managers

New Product Developers

visit

www.trendincite.com