

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.

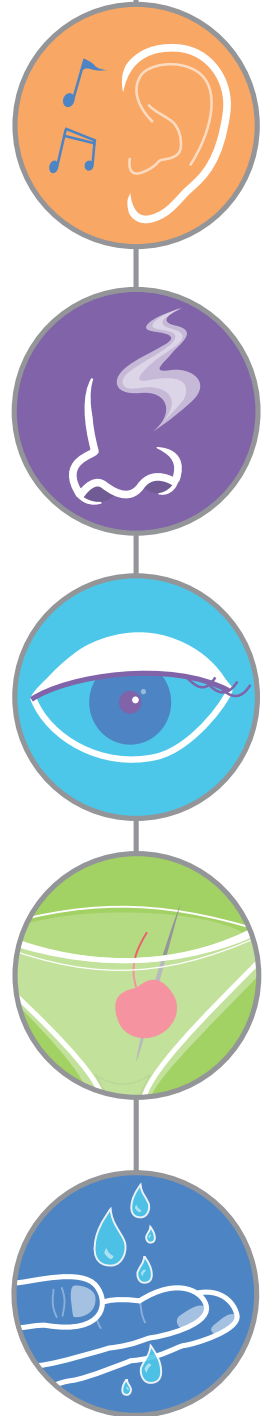
**“The best way to  
predict the future is  
to invent it.”**

- 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