

The Beauty Editor, Fashion Journalist and Lifestyle Expert's Secret Weapon: Fashion PR Leader Pierce Mattie Trend Forecast 2010/2011 Vol. III

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Agency: **Pierce Mattie Public Relations**



Editors know the newest tool to revolutionize the beauty, fashion, fitness and jewelry industries isn't another funky pair of jeggings or a gooey lip gloss, but the Pierce Mattie (PierceMattie.com) Trend Forecast for 2010/2011 Vol. III.

Just as in years past, Pierce Mattie and his team have aggressively campaigned to find experts at the top of their respective industries to contribute comprehensive articles for a trend forecast. These experts share their insights not only on what is hot in beauty, fashion, jewelry and fitness arenas for 2010 into 2011, but also where each industry has been, what shifts are taking place and why trends are occurring.

Targeted to editors in B2B trade, consumer print and online media, the Trend Forecast is a reference tool designed to eliminate the guesswork on industry trends with a concise report from experts that are easily accessible for further commentary.

A free copy of the Trend Forecast 2010/2011 Vol. III is exclusively available to the press. To receive yours, please contact Shannon Nelson, Corporate Communications Director of Pierce Mattie PR. For complete details call 646-688-3167. To view a list of topics and their authors please log onto: bit.ly/5blu6I

About Pierce Mattie Public Relations: Launched in 2001, Pierce Mattie PR is a leader in the communications industry, specializing in beauty, fashion and wellness. With a team of brand advocates, Pierce Mattie PR partners with their clients to

develop holistic communications programs that reach core consumers, maximize press exposure and drive brand awareness with both traditional editorial and social media strategies.

Pierce Mattie Public Relations
62 West 45th Street
New York, NY 10036
www.PierceMattie.com
212-243-1431
Shannon@PierceMattie.com

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