

**THE TRAIN™ and PLATFORM 2 ATTRACT RECORD 3,487 VISITORS**  
**Shows Hosted BLYTHE Doll Exhibit, VIP Party And More**

**New York, NY, February 21, 2007** – THE TRAIN™ and PLATFORM 2 fashion trade shows, both organized by FFPAPF – the leading European fashion force and owner of PRET A PORTER PARIS® and ATMOSPHERE® – attracted a record number of buyers from across the U.S. and the world. 3,487 visitors attended the shows this season, compared to 3,250 last September. The shows were held simultaneously, from February 18 – 20, in an expanded space at Terminal Stores (269 11<sup>th</sup> Avenue between 27<sup>th</sup> & 28<sup>th</sup> Streets). Among the visitors attending were a strong delegation of Japanese buyers, as well as retailers from Canada, China, France, Greece, Israel, Italy, Korea, Lebanon, Saudi Arabia, Singapore, UAE, UK and USA.

"We are delighted that attendance continues to increase every season and that overall, our exhibitors were happy with the shows," said Mr. Jean-Pierre Mocho, Chairman, FFPAPF and Prêt à Porter Paris. "It was wonderful that more buyers this season were exposed to our new show, Platform 2, because we were able to hold it in the same space as its well-established big sister, The Train. In only its second season, we are still developing Platform 2 and expect the show to become an important destination during market week. The Train will continue to be a very selective venue which buyers visit to find special designer brands from around the world."

As a stage for creativity and quality, a stringent selection committee carefully selects the designers presenting at both shows. This season, The Train highlighted 100 collections from 21 different countries with about one-third from America and one-third from France. Thirty-one collections, many well-known on the international fashion scene, appeared at THE TRAIN for the first time. PLATFORM 2 featured approximately 50 bridge and contemporary brands, many returning from the show's debut edition. *(Editor's Note: See Exhibitor List.)*

Visitors to the shows entered thru a shared lobby area, which also held a special exhibit of 55 BLYTHE Dolls, clad in designer creations. Platform 2 exhibitors were located in a new duplex space and the front section of the main tunnel, followed by The Train exhibitors. The floor space of The Train expanded into three alcoves, all located directly off the main "tunnel." One alcove spotlighted exhibitors, while the complimentary restaurant and lounge moved into alcoves as well. Fazenda Mãe de Ouro Cachaça provided cocktails each afternoon in the lounge and FIJI water is returned as a sponsor. A party was held on Monday, February 19 in honor of the BLYTHE Doll exhibit, with BLYTHE photographer/author Gina Garan, in attendance.

Held at Terminal Stores, the former train station and warehouse is located in the heart of the Chelsea fashion and art district. White fabric booths arranged in a single file on each side of the venue, which spans a full city block, allowed the collections to be the main focus.

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For more information, please visit [www.thetrainnewyork.com](http://www.thetrainnewyork.com) and [www.platform2newyork.com](http://www.platform2newyork.com).

**LA FEDERATION FRANCAISE DU PRET A PORTER FEMININ (FFPAPF)**

La FFPAPF is a leading fashion force in Europe. Led by its Chairman, Jean-Pierre Mocho, its initiatives include assisting its members by supporting designers and manufacturers, assisting designers with export development; developing international fashion shows; and training through its fashion school MOD'SPE. The FFPAPF is the only European professional association that owns and develops international fashion shows. In France, the association manages two shows held twice a year: the world's premier fashion event PRET A PORTER PARIS®, held in February and September at Porte de Versailles; and ATMOSPHERE – CARROUSEL DE LA MODE, held in March and October during Fashion Week, Tuileries Garden. In September 2005, FFPAPF launched its LIVING ROOM, as part of the ROOMS show in Tokyo organized by the Japanese company HP France. Visit [www.livingroomtokyo.com](http://www.livingroomtokyo.com) for information.

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*Editor's Note: Photos available upon request.*

**Press Contact:**

Elaine Hamnett  
KX Associates  
212.925.6349  
[elaine@kxassociates.com](mailto:elaine@kxassociates.com)