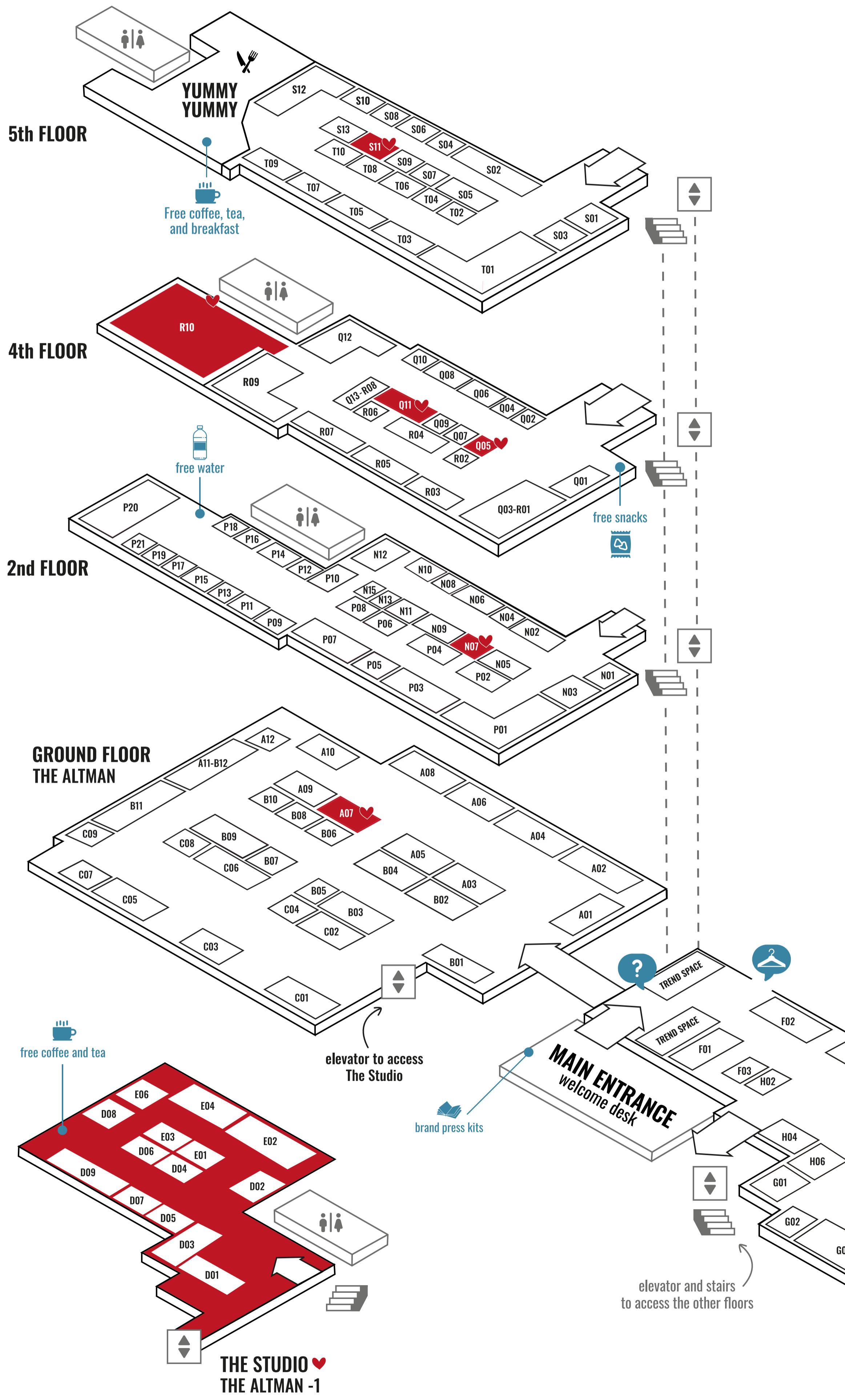


PLAYTIME NEW YORK



IMMERSIVE EXPERIENCES IMAGINED JUST FOR YOU

Exclusively this season, let us guide you through the show via our Fil Rouge, a unifying path at the heart of the exhibition.

Look for the red hearts on the floormap to discover experiences created by participating exhibitors to showcase their unique savoir-faire, family heritage, or sustainable commitments. These values echo the season's theme, "Made With Love." Featuring creative workshops, inspiring exhibitions, and interactive installations, this itinerary invites you to explore and discover.

Can you stop at them all?

♥ TAILORED STORIES

Participate in a short story contest by selecting four hidden papers and writing a story inspired by them for the chance to be one of three winners who will have a real Tailored Stories product made just for them that brings their story to life.

♥ BITS & BOWS

Create a custom charm bow bracelet with Bits & Bows at their bespoke Ribbons & Bows Bar.

♥ KIDIWI

Immerse yourself in Kidiwi Handmade's savoir-faire via a short film, and take a piece of their craftsmanship home with you in the form of a scrunchie.

♥ MAGNETIC ME

In support of babies with heart conditions and their families' journeys, visit Magnetic Me's oversized magnetic footie and learn about their Heart to Heart program.

♥ LYDABABY

Follow the journey of LydaBaby's collections from raw Peruvian Pima cotton to finished garments in a delicate display that celebrates their timeless craftsmanship.

♥ MON COEUR

Step into the Mon Coeur world where you'll find a globe made from recycled and upcycled materials, highlighting the brand's production practices that bring sustainability, comfort, color, and people together.

♥ C'ERA UNA VOLTA...

Design your own dream C'era una volta dress that embodies the brand's timeless poetry and craftsmanship, one of which will be chosen to be transformed into a limited edition, bespoke piece.

♥ RYLEE + CRU

Write a heartfelt love note on beautiful postcards inspired by Rylee + Cru's seasonal prints and mail it to family or friends with their mini "Love Mail" station.

♥ TANE ORGANICS

Discover TANE's creative exchange journey with fair trade artisans through artistic video snapshots.

♥ BEBE SWEENEY

Follow the journey of textile and artisanal craftsmanship through photos and videos of the processes behind the final products on display.

♥ SWEET WINK

Join the extended Sweet Wink family by adding a Polaroid photo of yourself to their Family Photo Memory Wall.

♥ SERENDIPITY ORGANICS

See, feel and touch - explore the craft of making mélange yarns and learn about Serendipity Organics' knitwork.

♥ THE STUDIO

Visit this space with a specially curated selection of brands, some of whom are exhibiting for their first time.