

## INSIDER TRADING

### ERIKA BLOOM PILATES

09.07.06 – These days, you can get “certified” to teach Pilates in a weekend; you can even do it over the Internet. So when Erika Bloom showed up on Madison Avenue last week with a scrolling list of impressive credentials and thousands of apprentice hours logged with the masters, we took notice. Her bright, airy studio is still a few weeks away from completion, but the doors are open for private sessions and small group classes. Bloom is a stickler for posture (which will matter more in pictures than hair or makeup); don't be shocked when she rattles off every ache you've ever felt, after just one quick look at your natural stance. The good news is, she knows how to correct the pain. \$90 for a private session

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