

## Russian Pointe Debuts New Pointe Shoes

**Chicago, IL**—Russian Pointe recently introduced its Spotlight Collection, a line of pointe shoes that combines the most popular elements of the company's current styles. All models feature the pliable next-generation shank, plus three new strength options, and will be available in both a V-cut and drawstring U-cut style. The first model, Lumina, became available in September, with Brava and Encore to be released before the end of the year.

"We took the features that got a strong positive response and made them available to a wider range of dancers," says Stephanie Unger from the business development and customer service team. (See New Arrivals on page 12 for more information.)

In other news, Russian Pointe donated 500 pairs of shoes to the AileyCamp in Chicago. The shoes were presented to the girls at their graduation ceremony in August, followed by an expert fitting with Russian Pointe assisting.

Former Alvin Ailey dancer Lisa Johnson-Willingham runs the camp, which aims to increase the accessibility of dance and expression to inner-city kids in Chicago. —Elizabeth Louise Hatt  
**Russian Pointe; 866-R-POINTE; www.russianpointe.com**



Elizaveta Efimova with AileyCamp students

Courtesy of Russian Pointe

## Sugar and Bruno Customizes

**Indianapolis, IN**—Sugar and Bruno now offers custom apparel for retailers and dance studios. The company will personalize any type of attire—T-shirts, hoodies, sweatpants, shorts, tube socks, etc.—with a store logo or an original design created by its graphic artists. "I've done a lot of hip-hop outfits for retailers," says custom sales representative Leslie Machmut, "including outfits for a high school dance team who went through a retailer."

Customers work directly with the Sugar and Bruno artists to create the design and receive a detailed invoice and order form with images of the products, as well as a size run if requested. There is a five-day turnaround after receiving the order, and the items come individually packaged for each student. "Some people just want a new look to their brand, but we can create any type of design they can think of," adds Machmut.

Machmut joined the company last spring after selling her studio in 2007, then working with a dance competition for the past two years. "I absolutely love it," she says. "I love picking out fun and trendy clothing and having input into the customization." —ELH  
**Sugar and Bruno; 800-875-8559; www.sugarandbruno.com**

## Dancer Only Expands Hair Accessories

**Doral, FL**—Dancer Only has expanded its Dainty Hair Collection to include bold new colors to match its dancewear. Available now, the products can be purchased on the website.

"We designed the new ones to match our apparel," says company representative Xochi Cardo. "They can be used to make beautiful displays in the stores." The collection includes different styles of hair snoods and rhinestone floral tiaras that come in 12

different colors. The company plans to add more pieces for the holiday season. —ELH  
**Dancer Only; 877-553-2221; www.danceronly.com**

Courtesy of Dancer Only



## Capezio Reintroduces CG09

**Totowa, NJ**—Capezio/Ballet Makers has announced that it will reintroduce the CG09 Premiere Tap Shoe. The shoe features the patented Rayow Tap System, an adjustable and tunable TeleTone tap with a one-screw adjustment element. Improvements to the style include a full-grain leather upper, sturdy toe box, rubber sole patches, leather sole, foam-cushioned footbed and lightly padded collar and Achilles notch for comfort.

"Tap dancers clamored for the CG09 and the Rayow system," says Capezio's Allison Hart. "There was no way Capezio could ignore our dedicated customers' requests for this iconic shoe."

The dancewear manufacturer has tapped Jack Chambers, winner of "So You Think You Can Dance" (Australia), to be featured in the product's upcoming ad campaign. —Libby Dowd  
**Capezio/Ballet Makers; 800-533-1887; www.capeziodance.com**



Jack Chambers from "SYTYCD" (Australia) in an ad for the CG09

Courtesy of Capezio/Ballet Makers

## Vala Introduces New Customer Service Rep

**Lynnwood, WA**—Lisa Marie Nagovskiy was promoted to manager of sales and customer service at Vala Dancewear. Her new responsibilities include training and scheduling for the office and answering customer inquiries. "We develop our products based on customer feedback, so our service is very important to us," says owner Rebecca Ecklund. "Lisa Marie has formal training in customer service and is very personable. She has been key in our success since the beginning."

In other news, Vala Dancewear has given their website a facelift that allows retailers to log in to place volume orders and see discount options—including tiered pricing. "It's something we have wanted to do for a long time," says Ecklund. "Our marketing company found a wonderful software program that makes it really easy for us." Updates also include the ability to compare products, leave feedback and reviews, create a wish list and directly link to Facebook and Twitter pages. —ELH

**Vala Dancewear; 800-820-1667; www.valadacewear.com**

## Main Street Welcomes New Sales Rep

**Richmond, VA**—Main Street Dancewear welcomes Jamie Reynolds as its new marketing representative. Her main responsibility is to provide customer service to retailers and make sure their needs are met. "I was a dancer for most of my life and I wanted to get back into the business without abandoning the art world," says Reynolds. "It seemed like a perfect match, combining my marketing skills with dance." —ELH

**Main Street Dancewear; 800-888-8496; www.mainstreetdancewear.com**

## Jo+Jax Goes Wholesale

**New York, NY**—The independent dancewear collection Jo+Jax is now available to order wholesale. The brand hit the market in July 2008 and was only available at trade shows and conventions. Now retailers can purchase from the full apparel line on the website and will receive a discount based on the number of pieces purchased.

Co-founder Joey Dowling says the biggest influence on the decision to sell wholesale was the number of dance teachers and retailers saying that they wanted the products in their stores.

Dowling and her sister Jacki began making their own dancewear for auditions and started receiving requests for products from friends. They began filling orders for friends, and four years later, they started Jo+Jax. "We're both dancers and we felt there was a huge aspect of fashion missing in the dance world," says Dowling. "We use bold colors to make our products look sleek and sexy so they stand out." —ELH

**Jo+Jax; www.joandjax.com**



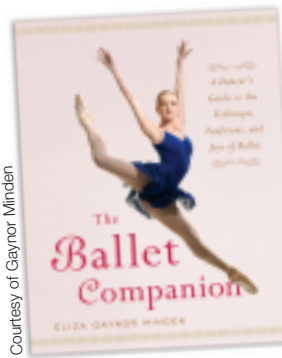
Courtesy of Jo+Jax

## Gaynor Minden Updates Dancer's Guide

**New York, NY**—Gaynor Minden has updated its book, *The Ballet Companion: A Dancer's Guide to the Technique, Traditions and Joys of Ballet*, with a redesigned cover, new choreography and the addition of new ballets produced since its original publication date in 2005.

"It has everything you need to know about beginning ballet," says marketing manager Maria Montanez. "How to find a good school, how to do your hair, how to sew on ribbons, how to perform ballet positions and everything you need to know about pointe shoes." To order the book, contact Stu Smith at Simon and Schuster, 212-632-4929. —ELH

**Gaynor Minden; 800-637-9240**



Courtesy of Gaynor Minden

## Sookie Leotards Debuts Catalog

**Lebanon, PA**—Dancewear manufacturer Sookie Leotards has introduced its first wholesale catalog featuring its entire Basics apparel line. The company, which debuted its collection at the 2009 DRN Expo, offers leotards, tops and shorts in a variety of colors—all manufactured at its Pennsylvania facility.

"We are proud that we are American-made," says co-owner Joseph Boyer, who explains that the company gets all its fabric from a knitting mill in New Jersey and has it dyed at a dye house down the road from manufacturing plant.

"We can custom-make any product for retailers," adds Boyer. "We specialize in providing a specific color and style that is hard to find elsewhere." Retailers can order a catalog via the website or by contacting the company. —ELH

**Sookie Leotards; 717-228-2110; www.skleetards.com**

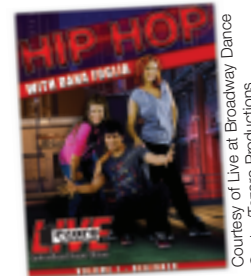
## Tezoro Puts Out Beginner Video Line

**New York, NY**—Live at Broadway Dance Center/Tezoro Productions has introduced a line of beginner DVDs. Five have been released—*HOPSDance with Tyce Diorio and Krista Saab*, *Country Line Dance with Summyr Whaley*, *Hip Hop with Dana Foglia*, *Latin Dance with Luis Salgado* and *Street Funk with Joe Loera*—with the remainder hitting the market over the next four months.

"We were getting a lot of requests for beginner materials," says director of development Ryan Saab. "These have a broader reach; dance teachers eat this stuff up." The company also has a premium line geared more toward advanced dancers and teachers. The videos cover all genres of dance, except ballet.

To stock the video collection, e-mail info@liveatbroadwaydancecenter.com or go to the website. —ELH

**Live at Broadway Dance Center/Tezoro Productions, LLC; 212-582-1090; www.liveatbroadwaydancecenter.com**



Courtesy of Live at Broadway Dance Center/Tezoro Productions

## Hip Hop In a Box Sells Wholesale

**Torrance, CA**—The teaching tool Hip Hop In a Box is now available for retailers to purchase and sell in-store. Created by Hype Studios owner Tricia Gomez, the choreography kit is aimed at children and comes with 100 flashcards, a DVD with sample routines, a CD of instrumental hip-hop music and a teaching tips workbook that addresses teaching challenges.

The dance instructor came up with the product in order to provide substitute teachers

with an index of the dance steps she teaches her young hip-hop students. "I think many people don't know what or how to teach them," says Gomez. "Hip Hop In a Box uses activities that kids know how to do, such as jumping on bugs, putting their pants on or cracking a stick."

Contact the company for information about stocking Hip Hop In a Box. —ELH

**Hip Hop In a Box; 310-755-4973; www.danceinbox.com**

## Riz-Biz Debuts New Videos

**New York, NY**—Riz-Biz Productions introduces a new instructional line of DVDs titled the *Contemporary Series with Albert Cattafi*. The collection includes *Turns and Jumps* and a choreography video of *Combinations and Routines*—with more to come. "I saw Cattafi teach at a convention and I told him, 'You are a great teacher. You break it down really well,'" says company founder Bob Rizzo. "So we put a video together."

Additionally, Rizzo received the lifetime achievement award presented by the National Association of Dance and Affiliated Arts (NADAA) at its 60th anniversary banquet, after teaching at the organization's dance conventions for about 20 years.

"It was humbling. After giving out awards at competitions for 25 years, to finally receive something myself was thrilling," says Rizzo. "I mean, how many times in your life do you win a lifetime achievement award?" —ELH

**Riz-Biz Productions/Bob Rizzo Videos; 800-869-3506; www.bobrizzo.com**



Bob Rizzo with Michelle Farinella, secretary of NADAA

Courtesy of Riz-Biz Productions

be educational," says company partner Andrea Nasstrom. "In this case, the musical element encourages kids to get up and move and enhances their creativity." The skirt design includes a music box in the front pocket that, once triggered, will continue with movement. "These toy awards are very influential for moms in purchasing toys," says Nasstrom. "It's the crème de la crème of awards." —ELH

**Acting Out; 877-727-0222; www.actingoutdressup.com**

## Principal Updates Facilities

**Vancouver, BC**—Shoe manufacturer Principal by Chan Hon Goh is in the process of updating its overseas facilities, which will speed up and increase production capacity for its wholesale business. The facilities are environmentally friendly and will be completed by the end of the year. "We are currently taking orders," says Sherrie Turchyn, sales and communications associate. "And we are offering rushed production for anything we don't currently have stocked."

In other news, Principal updated its website, making it easier for retailers to order online. Other changes include a new photo gallery of products and industry news. —ELH

**Principal by Chan Hon Goh; 604-688-6836; www.principalshoes.com**

## Leo's Features Miss Starpower

**Chicago, IL**—The Leo's Dancewear 2010 Costume Catalog will feature Miss Starpower 2009, Emily Hilton, from the Starpower National Dancer Competition. She will model costumes in the catalog and in the competition's ads in the upcoming year. The dancewear manufacturer has been including the Miss Starpower winner in its annual catalog for the past 10 years.

In addition, Leo's attended the Jazz Dance World Congress where they gave out the Leo Awards at the company's sponsored choreography event. "The contestants are up-and-coming choreographers," says Marketing and Communications Manager Sherri Giaccone. "According to the judges, it all stems from creativity. The piece has to tell a story with a beginning, middle and end." —ELH

**Leo's Dancewear; 800-736-LEOS; www.leosdancewear.com**

## Acting Out Wins Award

**Ocean, NJ**—Costume and accessories manufacturer Acting Out won the prestigious Oppenheim Toy Portfolio Platinum award for its Musical Jingle Bell Rock Skirt. The award is presented to a few companies each year, based on industry response and testing, and it also reassures users that the toy conforms to the industry's safety standards.

"It is determined by how interested the child is and an expert opinion which says it must

# Retailer News



Students at the American Academy of Ballet at SUNY Purchase.

## Beam & Barre Supports Dance Program

**Greenwich, CT**—This season Beam & Barre storeowner Georgia Tetradis traveled to the American Academy of Ballet at SUNY Purchase each week to sell products to students attending the summer program. Tetradis brought leotards, shoes and accessories from the store, and reached out to numerous dancewear manufacturers who donated boxes of bags, posters and accessories that were given out as freebies. "The manufacturers have been very generous with their donations," says Tetradis. "The kids are away from home, so they appreciate having a little treat."

This is the fourth summer Beam & Barre has provided this service. The students come from all across America and overseas and have little opportunity to go shopping for dancewear. "They can't leave the premises easily so we like to help out," adds Tetradis, who says it takes three vans and the help of five of her staffers to get everything there. "We get a log of requests, so I bring those, as well as any sale items I think they will like." —ELH

## Bloom Dancewear Hosts Courtney Galiano

**Huntsville, AL**—Bloom Dancewear welcomed Courtney Galiano for a two-day store event that

included autographs and master classes. The dance celebrity was a finalist in season four of "So You Think You Can Dance," and she recently introduced a clothing line with Heart and Soul Apparel.

"The pieces from her line sold really, really well," says storeowner Mandee Miller. "She was so nice. People were really excited to meet her and buy her products."

The store created a display with Galiano's collection and raffled off T-shirts and legwarmers. The star signed autographs and newly purchased apparel and posed for photos with fans. The following day Galiano taught two master classes at a local dance studio—a contemporary class for younger kids and what she calls a "sassy jazz" class to older students.

Miller says she advertised the event with flyers and on the store's Facebook page. "A lot of people responded on Facebook," says Miller. "I think the timing was perfect. A lot of kids are anxious to get back into dancing at this time of year." —ELH

## Attitudes Celebrates Five Years

**Wichita, KS**—Attitudes Dancewear celebrated its fifth anniversary this spring with a 1950s-themed event and 15-percent-off-everything sale. "We decorated the shop to look retro '50s—we all dressed up, did our hair and had an old record player playing music," says storeowner Shawna Beth Rea, who holds a themed sale day every year during recital season in honor of the store's anniversary.

"It was a record-breaking day," Rea says. "We typically do well on a sale day but I think this year people are trying to get as many discounts as possible."

The store's Bloch sales rep was so impressed with the event that she later used the store to conduct a focus group where local teachers and students tried on Bloch and Mirella shoes. The local paper also ran an article about the sale. —ELH

## AllAboutDance Hosts Miss PA

**Forty Fort, PA**—AllAboutDance recently held its second annual Super Summer Clearance event. The sale incorporated entertainment by local dance teams and Miss Pennsylvania, Shannon Doyle. "She is a local tap dancer who began shopping in our store at a young age, and we now sponsor her pageant tap shoes," says Kristen Padden, director of marketing for AllAboutDance. Doyle signed photos throughout the event and spoke with young girls about her preparations for the Miss America pageant in January.

—Whitney Fetterhoff

## On the Move

Here's a quick look at retailers who are getting a fresh start in a new space. —LD

■ **Allegro Dance Boutique** has just opened up at 2114 Central Street in Evanston, IL. "Our new store is three times the size of our old one and is only four doors down," says owner Victoria Lyman.

■ **Creative Dancewear** of Bellingham, WA, has moved into the Fountain Galleria, a historical landmark, says owner Mike Tilley. The 3,000-square-foot store now features a 40-foot wall of leotards, a ballroom floor for shoe fitting and additional parking space for shoppers.

■ **Spotlight Dancewear** has reopened at 2325 South Stemmonds Freeway in Lewisville, TX. "We went from 3,000 square feet to 10,000 square feet," says owner Keri Gorman. "Now we have a 44- by 22-foot stage, which is almost full-regulation theater size. It will be more fun for trunk shows and fashion shows."

**Got News?** Are you celebrating an anniversary or holding an exciting event? To share your news with fellow storeowners, e-mail [ehatt@dancemedia.com](mailto:ehatt@dancemedia.com).