



Capezio® went back to square one when planning its Capezio Classics re-launch. Tried and true dancewear silhouettes have been transformed into something truly outstanding, with upgraded fabrics, clearer more saturated colors, and refined with a perfected fit and finish. The result is a line of durable, consistently premium-quality products at astonishingly competitive every day prices. We are sure your readers will be eager to hear about this terrific news, so please do not hesitate to contact us for samples, images or more details.

FOR IMMEDIATE RELEASE (12/08)

PRESS CONTACT: Shelley Lipton/LIPTONPUBLICITY(212-750-6654)

CAPEZIO® CLASSICS ENHANCES FABRIC, FIT, COLOR AND VALUE FOR NEW 2009 SEASON

(Totowa, New Jersey/New York, New York): “Capezio Classics are brand new in many ways,” said Amy Sato, Marketing Manager of the world’s leading dancewear manufacturer and marketer, “but while buyers will appreciate the enhancement in quality, they will certainly have a strong sense of the familiar as well – of something that was already really good, made even better in a host of different ways. Basic cotton dancewear has always been a dancer’s favorite and a Capezio priority.”

Capezio Classics, which will arrive in stores in early February 2009 to replace the existing Basics Collection, focuses on updated versions of the most successful and time-tested existing styles of leotards, shorts, pants, and leggings. It brings them to a peak of perfection that represents refinement and upgrade in virtually everything but their extremely competitive pricing.

Continuing with popular, natural, sustainable, responsible and renewable cotton as the basic yarn—mixed with 10% Lycra® Spandex—Capezio Classics’ new fabric has a markedly improved, softer and more “weighty”-feeling hand. Capezio Classics’ colors, meanwhile, are cleaner and more saturated: Black is dark and true, other dark colors such as Hunter and Burgundy are richer and deeper, Pink, Lavender and Light Blue are cleaner and fresher. At the same time, Capezio designers have subjected each style to extensive and rigorous wear testing, and subtly adjusted the details of many to ensure an improved fit. Overall the manufacturing process has been fine-tuned to produce a level of consistency of color, fit and performance that would be the pride of a premium brand.

Sato continues “Capezio Classics was carefully revamped to be the industry’s finest line delivering premium comfort and performance at prices—in the \$14 to \$26 range in stores—that compete with and beat those of other makers’ basic lines. It is, in fact, perfectly attuned to the economic times in which we’re living. The collection represents improved quality and value. The styles are perfect for individuals who want the very best fit and finish at the most competitive price, and at the same time, because their color and styling are so reliably consistent, they are also ideal for studio dress codes.”

The color range includes Black, Burgundy, Garnet, Hunter, Lavender, Light Blue, Navy, Pink, Royal and White. In Adult Mid to Dark colors, leotards include self-fabric shelf bras for added support, while in White, Pink and Light Blue Adult and all children’s colors, there is a full front lining of 91% polyester/9% spandex.

Camisole leotards in the Capezio Classics line include **Camisole with Adjustable Straps** (CC100), with a V-shaped back and moderate leg line; the **Princess Camisole Leotard** (CC101), with front princess seams, a V neckline, U-shaped back and ballet leg line; and, also with a ballet leg line, **V-Neck Camisole Leotard**, with a strappy low back neckline. Tank leotards include the **Tank Leotard** (CC200), a Capezio basic tank with a scooped neckline with jazz leg line—now with a slightly greater torso length for better fit; the **High-Neck Tank Leotard** (CC201), a more conservative cut than the basic Tank Leotard, with a higher neck and a ballet leg line that has been reshaped for a better fit; and the **Princess Tank Leotard** (CC202) with front princess seams, pinch front neckline and a moderate leg line. All of these are available in regular adult sizes; all except the Tank Leotard are available in children’s sizes; and all except the V-Neck Camisole, the High-Neck Tank and the Princess Tank are available in Tall sizes.

Also in regular adult and children’s sizes are the **Princess Halter Leotard** (CC300), with front princess seams, pinch front neckline, a tie halter neck for adjustability, and a moderate leg line (improved over the earlier version with adjustments to the front armhole for better coverage); and the **Short Sleeve Leotard** (CC400) and **Long Sleeve Leotard** (CC450), each with a scooped neck in front and back, a ballet leg line, and improved in the children’s size T by widening the sleeve slightly for greater comfort. An entirely new introduction is the **Camisole Bra Top** (CC500) with adjustable straps, available in a range of adult sizes.

Bottoms in the Capezio Classics line, all available in both adult and child sizes, include **Boy Short** (CC600) with a cross over V-front waistband, improved with a closer-fitting leg opening and in the children's style a reduced torso and leg length to match the adult style; **Capri Pant** (CC700), straight cut with a slit at the hem side seam; **Low Rise Ankle Legging** (CC751), a basic ankle legging with a reduced gusset size for better fit; and **Jazz Pants** with **Short Inseam** (CC750S), **Medium Inseam** (CC750M), **Long Inseam** (CC750L) and for children (CC750C), all with a straight cut leg and cross over V-front waistband, improved with a reshaped front inseam for a more flattering appearance and by adjusting the waistband for a more secure fit.

Last year Capezio celebrated its 120th anniversary since its foundation as a cobbler's shop across from the Metropolitan Opera. Over the years the company has expanded its product line to meet the demands of contemporary consumers, introducing new colors, silhouettes and ever-improving technology to a full range of dance shoes, as well as clothing for activities related to dance such as gymnastics, yoga and Pilates. Capezio dancewear always includes the essential basics, but nowadays it's so much more, with everything a dancer needs: separates, cover-ups, special layering pieces, undergarments—even great dance bags to carry it all from studio to performance to the street.

Capezio operates retail stores carrying the full lines of all its brands in New York City (three stores including its 51st Street and Broadway flagship store and new (to open in January) location on West 69th Street and Amsterdam Avenue, Hollywood, Dallas, Cleveland, Boston, Austin and Las Vegas. Dancers can also find Capezio products in fine specialty stores nationwide, and can buy them online, with a generous no-question asked return policy, at www.capeziodance.com.

