



Ruching is a hot look right now and flattering when applied to apparel in the right designs. Capezio has combined it with a beautifully soft, sueded fabric in flattering high fashion colors and four time-tested shapes to give demanding dancers a great new choice—a distinctive look, superior comfort and excellent durability that all add up to amazing value. These looks work well as fashion streetwear, too.

FOR IMMEDIATE RELEASE (12/08)

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LA RUCH BY CAPEZIO COMBINES HIGH-FASHION DETAIL AND COLORS WITH SUPERIOR COMFORT

(Totowa, NJ/New York, NY): Up-to-the-minute good looks, supreme comfort and incredible durability will shortly reach discriminating dancers in the shape of exciting new, distinctively ruched bodywear from Capezio, called **La Ruch**.

“Our new **La Ruch** line comes in two highly fashionable and flattering colors as well as black, and features in-vogue drawstring-adjustable ruching on every item,” says Amy Sato, Capezio’s spokesperson and Marketing Manager. “It is made of a soft and durable suede-soft polyester/spandex double brushed jersey that feels and looks great and remains that way after multiple washes.”

La Ruch includes a **Camisole Leotard** (Style 4025, approximate retail \$28) with ruching at the center front of a v neck line and stitched detailing below the bust line, a **Halter Leotard** (4026, approximate retail \$29) with ruching back center, a **Bra Top** (4027, approximate retail \$19) with Transition Straps, ruched and detailed as the camisole, and a **Legging** (4029, approximate retail \$33) that features a double fashion choice at the leg bottoms with both ruching and stirrups for multiple moods and circumstances. High-fashion colors are Black, a soft rich brown called Teak and a sensuous and flattering Vintage Plum. Size choices for all items in **La Ruch**, which will be available in stores in August 2009, are XS, S, M, L and XL.

“For discerning dancers who appreciate a novel look without sacrificing functionality and endurance,” says Sato, “**La Ruch** is a natural choice. We think our customers will love it.”

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.



