



*The Capezio design team knows that a little pattern can add a certain something to one's look and have worked diligently to develop just the right patterns in the perfect color combinations. So now dancers who feel the need for a little lift can find it in a smart wrap silhouette, well-priced Capezio skirt stylishly decorated with their choice of butterflies on pink or black, or flowers on black, that all look great on adults and children. They will be arriving at retail stores this February, and we hope you agree that your readers will be interested.*

**FOR IMMEDIATE RELEASE (12/08)**

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## **WRAP SKIRTS FOR CHILDREN AND ADULTS IN THREE NEW PATTERNS FROM CAPEZIO**

(Totowa, New Jersey/New York, New York): "Keeping things fresh and giving customers a choice of looks are as important to us at Capezio as maintaining our well-deserved reputation for quality and value," said the company's spokesperson and Marketing Manager, Amy Sato, commenting on the introduction of three beautiful and exceptionally stylish new prints that will be available on skirts for both adults and children.

The patterns, **Black Butterfly**, **Pink Butterfly** and **Multi Floral**, adorn Capezio's most adaptable and popular wrap style skirts. Their rich, vibrant colors have been carefully selected to match or complement most Capezio leotards and separates, and work particularly well with the new enhanced cotton Capezio Classic collection and existing Bodisilk styles.

**Printed Chiffon Wrap Skirt** for adults (style #1290) will be available in P/S and M/L at a retail price of \$20 and **Printed Chiffon Mock Wrap Skirt** for children (1291C) in S, M and L at \$17. Both are 100% woven polyester and will reach stores in all three patterns in early February 2009.

"Whether it's for practice, performance or general multi-functional streetwear," says Sato, "these skirts make it easy for any woman or girl to add a pretty, feminine touch to her appearance at an extremely reasonable price."

Last year Capezio celebrated its 120<sup>th</sup> 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 51<sup>st</sup> Street and Broadway flagship store and new (to open in January) location on West 69<sup>th</sup> 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](http://www.capeziodance.com).



