



Never content to stand still, Capezio works tirelessly to make good things even better. Pointe shoes are at the heart of the company's business, and in May 2009 it will introduce a new one, **Simone**, that will once more raise the standard. **Simone** is built on a new improved last with a shorter sole, offers a choice of regular or hard shanks, and features a crease resistant construction. We think that you'll agree that dancers and general readers will be glad to learn of its introduction.

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NEW "SIMONE" POINTE SHOE FEATURES UNIQUE LAST AND WRINKLE RESISTANT CONSTRUCTION

(Totowa, New Jersey/New York, New York): Late Spring 2009 will see the introduction by leading dance shoe manufacturer, Capezio, of an exciting and highly innovative new Pointe shoe called **Simone**. Built on an entirely new last with a shorter leather outsole and a choice of regular or hard shank, and featuring an array of new construction features, **Simone** will offer dancers of all levels superior performance and comfort, and a beautifully finished and aerodynamic profile that lengthens the legs.

"The new last is slightly tapered to minimize visual weight, offers excellent stability, and builds in an arch that starts close to the heel. This is Capezio's Powerpointe Construction in action," observes Amy Sato, Capezio spokesperson and Marketing Manager. "It closely mirrors the shape of the foot to articulate when needed as needed, so that **Simone** is already in its ultimate shape when the dancer goes on Pointe. In addition, we have given **Simone** crease resistant quarter panels and a SoSuede backing for rapid perspiration wicking and fast drying combined with excellent abrasion resistance and a soft, supple, comfortable feel. SoSuede also has an antimicrobial finish to reduce foot odor and retard mildew and fungus growth."

Simone's quarter panels are constructed to maintain a full heel cup with minimal wrinkling and creasing as the foot passes from being flat on the floor (its largest measurement) to being en Pointe (its shortest measurement). To the same artistic end, heels are 3/8" lower and sides 1/4" lower. The shoe, which also features a new soft, forgiving paste and block formula in the toe—maintaining durability but replacing the need to "break" the shoe with instant molding to the dancer's foot—is available in new aesthetically pleasing shade, Petal Pink Satin with satin binding and elastic drawstring. **Simone** is handcrafted in the USA.

Sizing is as follow: Style 122 (regular #3 shank) sizes 4 through 12, style 122ES (hard #5 shank) sizes 4 through 12. Both styles are available in three widths, M, W, WW and will ship in May 2009 with a suggested retail price of \$73.

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.



