



Come January 23rd, Capezio will celebrate the opening of a new store, steps from Lincoln Center and a host of dance institutions, with a Grand Opening Party in which the entire store will be 20% off. In addition there will be special giveaways, dance celebrity appearances and signings and, of course, refreshments. The beautiful new 201 Amsterdam Avenue location will carry the entire Capezio line across all of its brands and have its own special KIDS CORNER. We hope you agree that all dancers and exercisers will be excited to read about a new location for this long-standing popular brand.

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

NEW CAPEZIO FLAGSHIP STORE OPENS JANUARY 2009 AT CENTER OF MANHATTAN DANCE COMMUNITY

(Totowa, New Jersey/New York, New York): Friday January 23rd from 5 to 9 p.m., Capezio will hold a Grand Opening Party for the PUBLIC to celebrate the opening of a new Capezio Flagship store located right at the epicenter of the Manhattan dance community. The new 1600 square foot store at 201 Amsterdam Avenue (at 69th Street), designed by architects Metzger/Metzger will be the first of the stores to reflect in full the new branding that Capezio introduced during 2008.

“The new Amsterdam Avenue store embodies a special kind of essence and aesthetic which represents the legacy of our company, says Donna Schauer, Vice President of Marketing. “Situated as it is within strolling distance of so many centers of the art of dance—Lincoln Center with the New York City Ballet and ABT, the School of American Ballet, Julliard, La Guardia High School for the Performing Arts, Steps on Broadway and Alvin Ailey are all right there—it will be the perfect place for dancers to shop, whether for basic dancewear or for cutting-edge Capezio fashion. It’s bound to become a favored haunt for dancers of all ages and at all levels.”

The new Capezio store will offer the full Capezio range in all the company's brands of dance apparel and shoes for ballet, jazz, tap, modern and gymnastics, as well as dance inspired active and loungewear. Those brands include Capezio itself, along with the sophisticated and beautifully-finished and detailed Harmonie and the recently added dance and dance footwear accessories brand, Bunheads. A special Kids Corner will bring together everything that Capezio offers for tots and older children.

“Capezio Flagship Stores on an international level reflect the enthusiasm and energy of the industry,” says Schauer . “We pride ourselves on our ability to offer expert fitting and service to the performing arts community. I am so pleased to be fully representing the Capezio brands in such a central location in the dance world.”

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 this new location), Hollywood, Dallas, Cleveland, Boston, Austin, Las Vegas. In addition, Capezio has also expanded internationally by opening this year a Capezio Dance Theater Shop in London and Amsterdam. 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 capeziodance.com.