

The image features two athletes in mid-air against a solid yellow background. On the left, a female athlete is shown in a dynamic pose, with her arms raised and legs spread wide. On the right, a male athlete is also in mid-air, with one leg extended forward and arms reaching out. The overall composition is energetic and athletic.

CAPEZIO



CAPEZIO

ADVOCATING FOR PEOPLE TO DANCE SINCE 1887



CAPEZIO SINCE 1887



CAPEZIO HAS BEEN THE MOST
TRUSTED SOURCE FOR THE FINEST
SHOES AND DANCEWEAR FOR
OVER 130 YEARS.

TODAY, CAPEZIO CONTINUES TO MAKE PRODUCTS FOR THE PERFORMER



PRACTICE



TRAINING

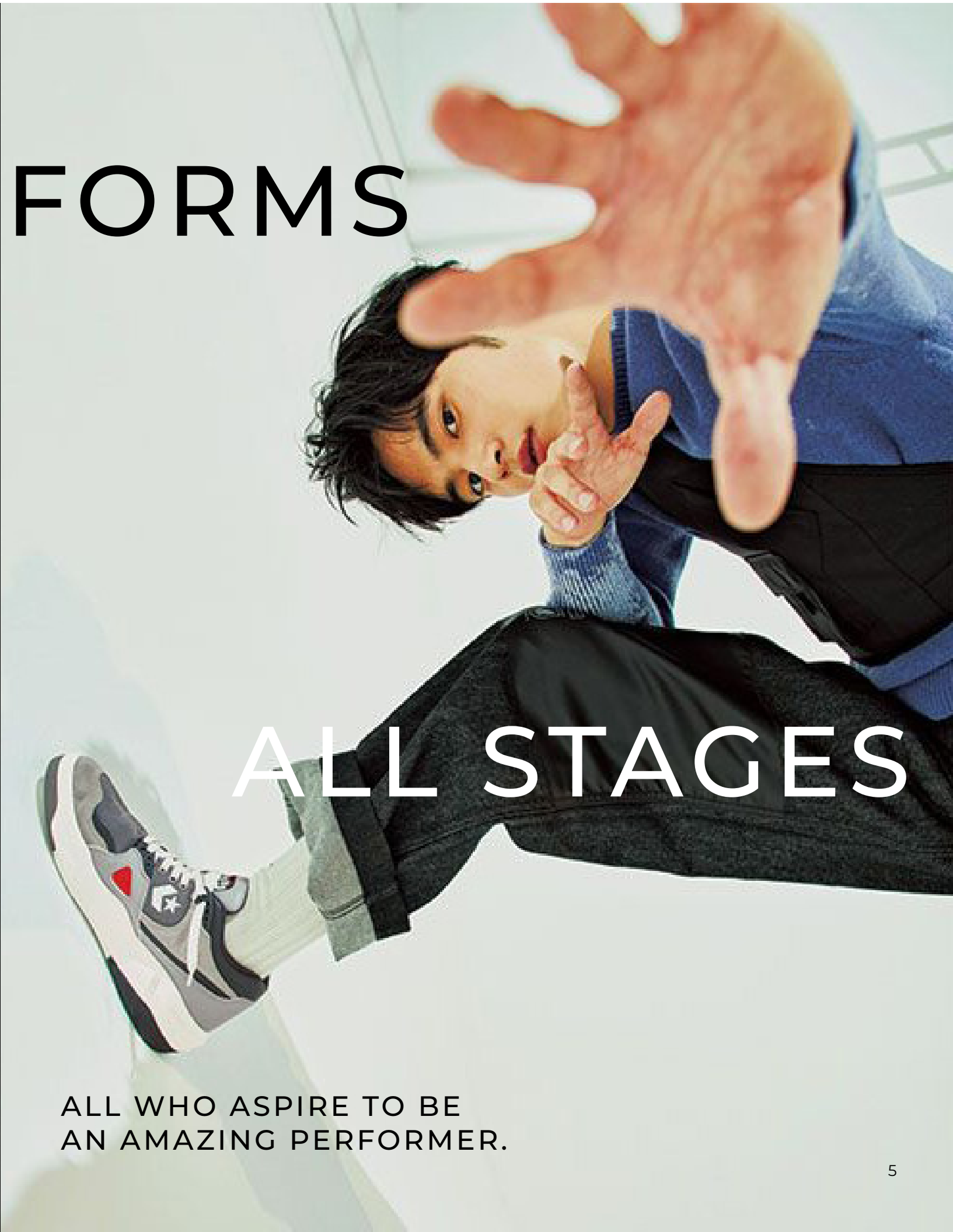
CAPEZIO SINCE 1887

& THE STAGE



ALL FORMS

FOR THOSE DEDICATED TO DANCE



ALL STAGES

ALL WHO ASPIRE TO BE
AN AMAZING PERFORMER.

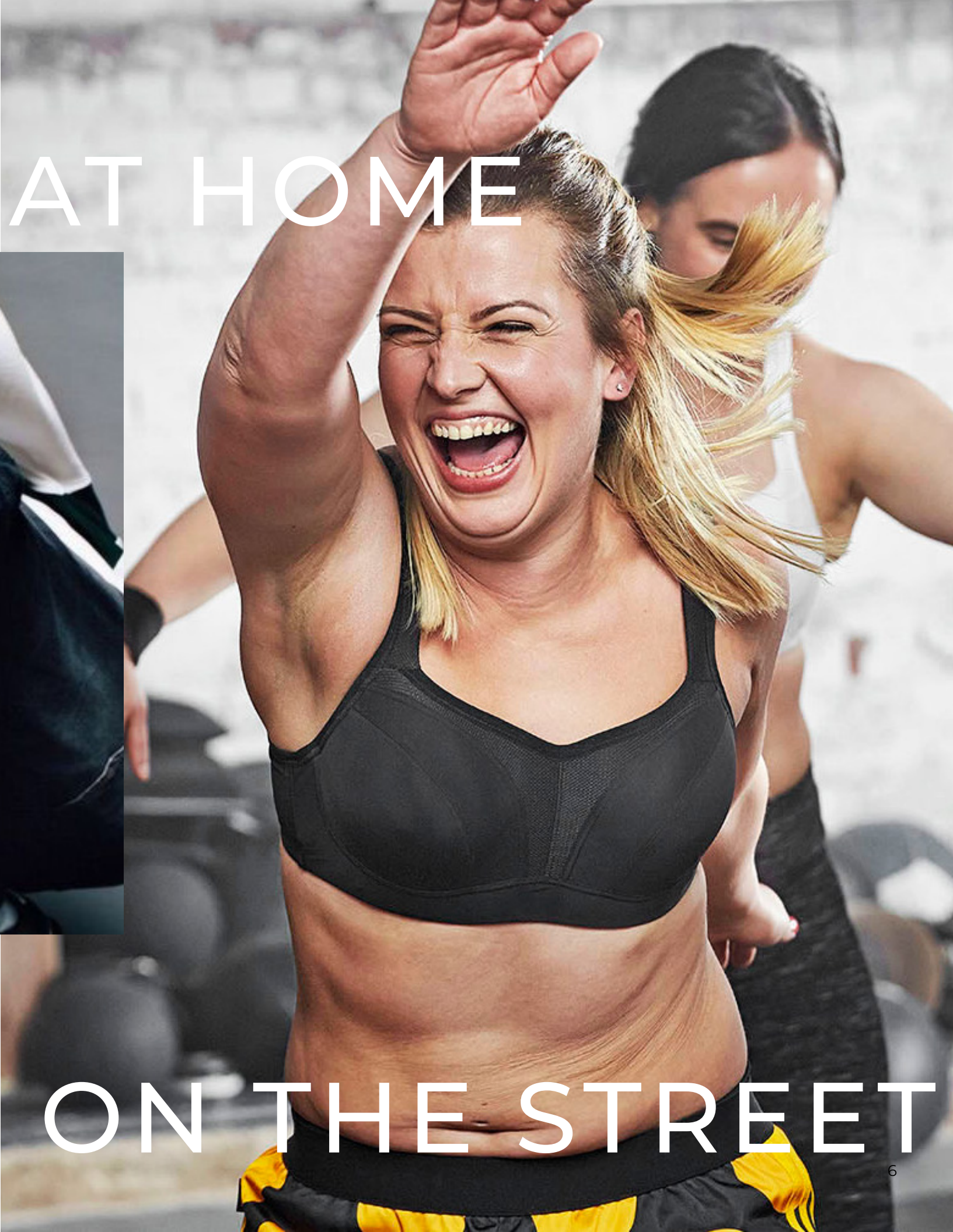
BUT DANCE DOESN'T JUST HAPPEN ON THE STAGE.

IT HAPPENS AT HOME

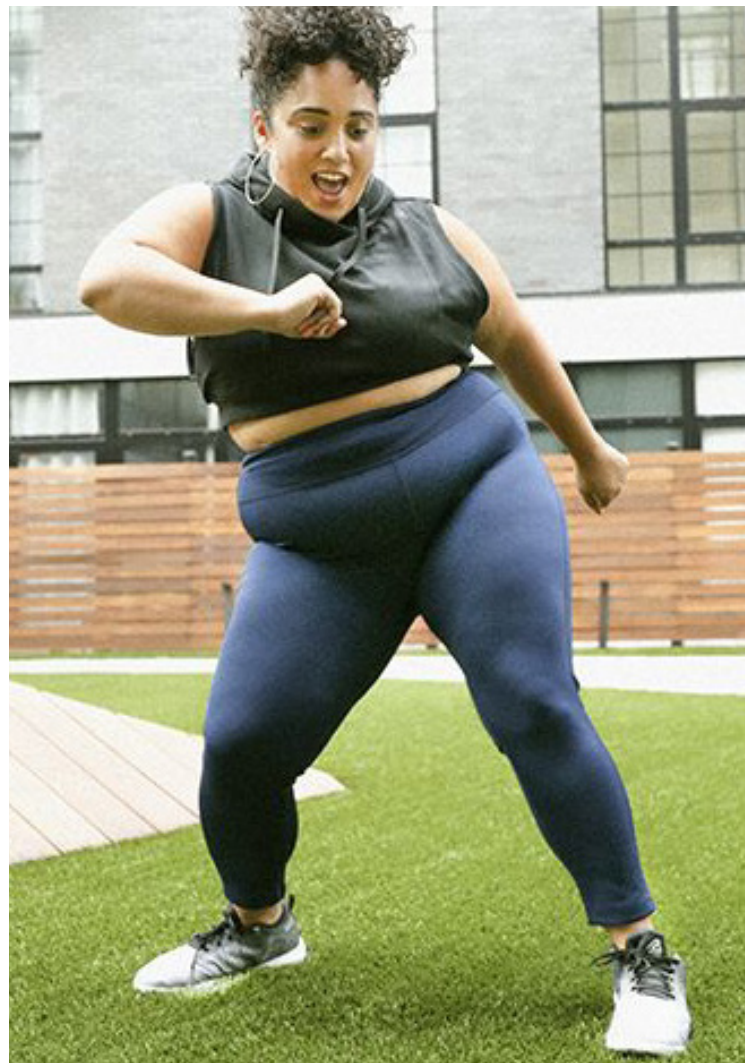


IN THE GYM

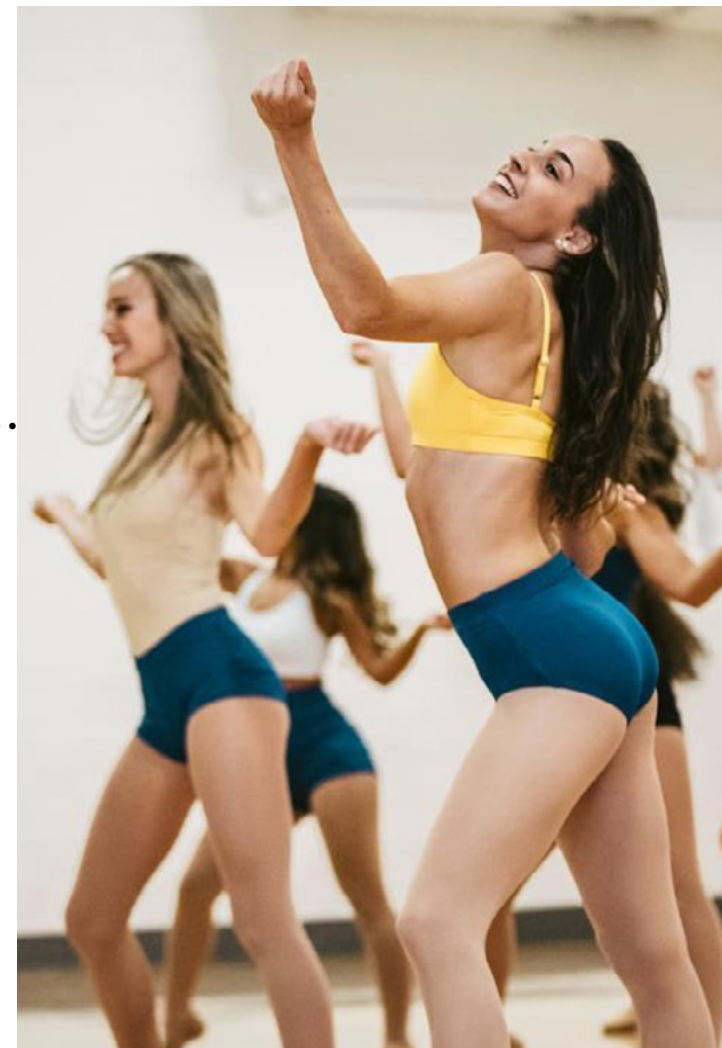
CAPEZIO SINCE 1887



ON THE STREET



EXTENDING BEYOND
THE STAGE, CAPEZIO IS...



FOR THE DANCER IN ALL OF US



CAPEZIO SINCE 1887





ON A
MISSION TO
EMPOWER
EVERYONE
TO DANCE
PERFORM
EXPRESS
THEMSELVES
AND JUST
GET MOVING



LET LOOSE



RISE UP



BREAK FREE



JUST DANCE





JOIN THE MOVEMENT

CAPEZIO IS...



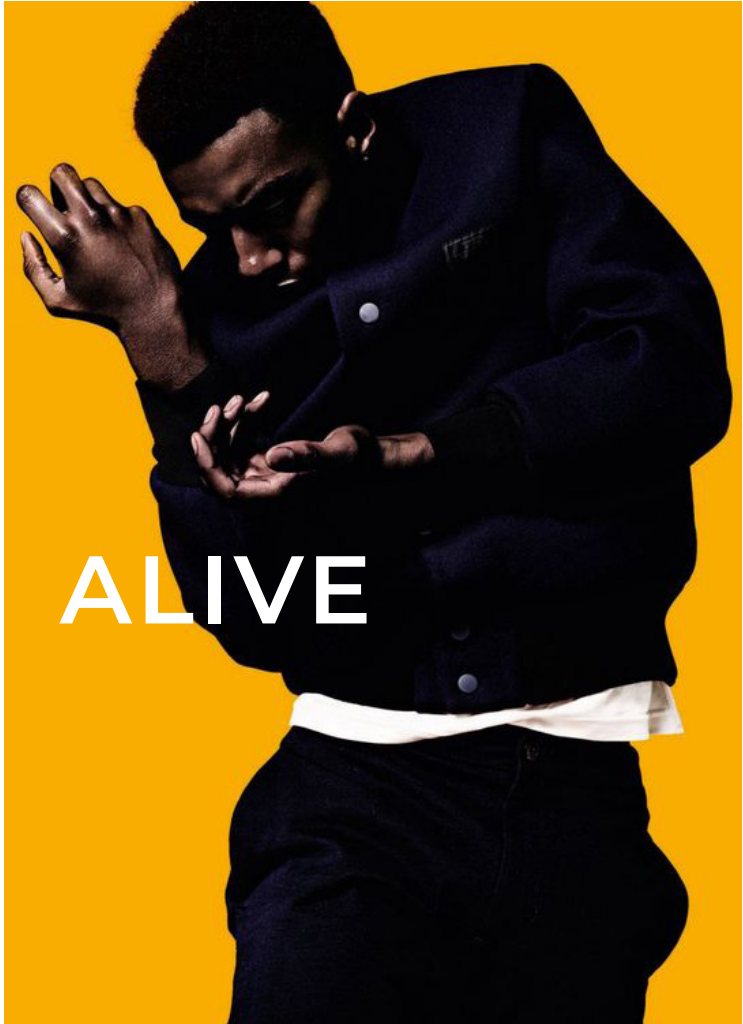
CREATIVE / OPTIMISTIC / BOLD

Dance, creativity and art are the cornerstones of our brand. They have the power to move people and make positive change in the world.



INCLUSIVE / INVITING / OPEN

Dance is a universal form of expression. A medium shared by everyone, all around the world. We are a culture of transparency, diversity and an openness that people want to be part of.



ENERGETIC / SPIRITED / FUN

We have a spirited edge filled with an energy and joy meant to wake up the body and uplift the soul. It's about moving your body to feel good, have fun, be fit, live well.



OUR ORIGIN / OUR HOME

At just 17, Salvatore Capezio emmigrated from Italy to start a shoe repair shop in the theater district. Ever since, Capezio has been a staple of NYC theater and dance culture and the preeminent global dance shoe destination.

A NEW VISION FOR CAPEZIO

ON THE STAGE

On a mission to better outfit and equip every dancer in all aspects of training + performing: what they wear, what they train with, how they fuel their bodies, recover from practice, and improve and advance their dance journey.

Products made for dancers and performers to express themselves and their love of dance in the studio, on the stage, in life.

Consider the daily journey to and from practice, leading up to performance day and everything in between that could empower every dancer.

**FOR AMATEUR, ASPIRING,
PROFESSIONAL**

BEYOND THE STAGE

Creating a world of dance infused and inspired products, experiences and inspiration for everyone who loves to move and dance — for the dancer in all of us

Things that get people to move and express themselves
“From performance, to everyday performers.”

Things that are natural extensions that make sense for the brand.

Things that connect to dance and empower what dance is all about: Movement, Music, Expression, Fun, and Freedom

Things that fuel you, inspire you, move you

FOR THE DANCER IN ALL OF US

DANCE
CREDIBILITY

TO THE HUNDREDS
OF MILLIONS WHO
CONNECT WITH THE
POWER OF DANCE

CAPEZIO

LaDuca **BLOCH**
SINCE 1932

ON
THE STAGE

BEYOND
THE STAGE

DANSKIN

FROM THE MILLIONS
OF AVID AND
ASPIRING DANCERS

CAPEZIO SINCE 1887

DANCE
CREDIBILITY



CAPEZIO STUDIO

CAPEZIO SINCE 1887



DANCE ESSENTIALS

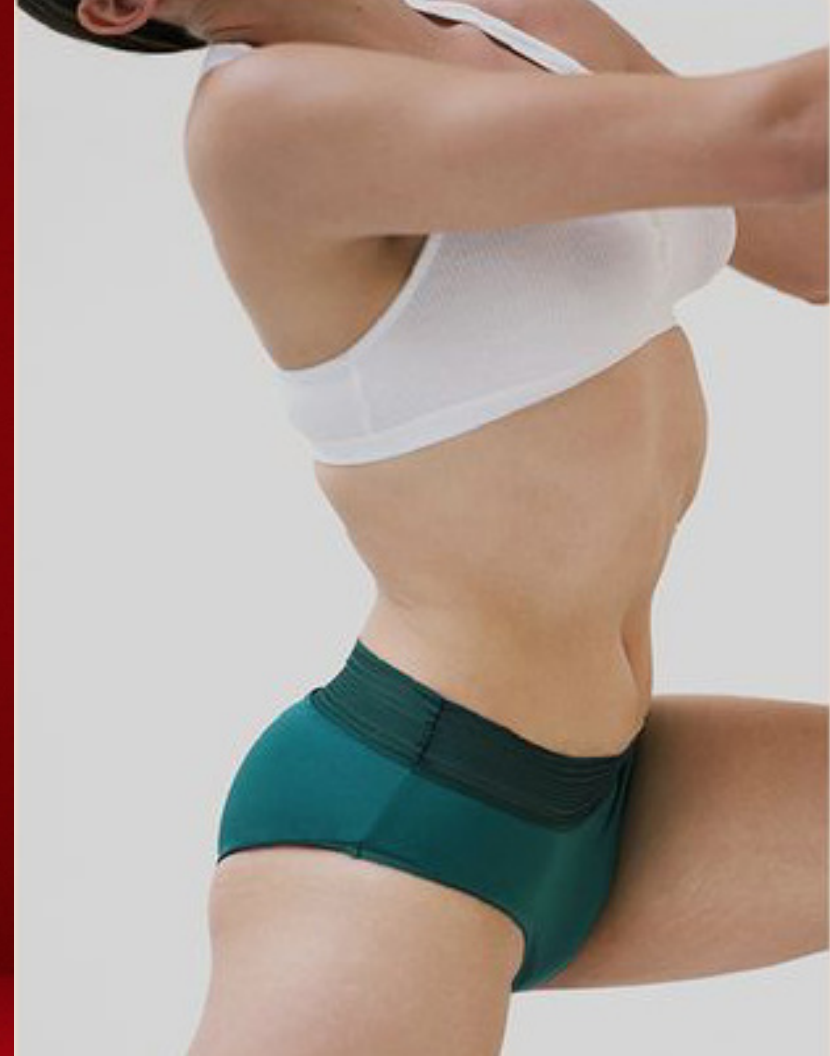
OUTFITTING & SUPPORTING
THE DANCER IN THE STUDIO
AND ON THE STAGE



**DANCE
UTILITY**

LEGGINGS
LEOTARDS
HOSIERY
DANCE BELTS
AND OTHER
SUPPORT
GARMENTS

IN TONAL
AND
EXPRESSIVE
COLORS





ESSENTIAL FOOTWEAR

BALLET
JAZZ
TAP
DANCE
SNEAKERS
HIP HOP

CORE AND
CUSTOM
MADE



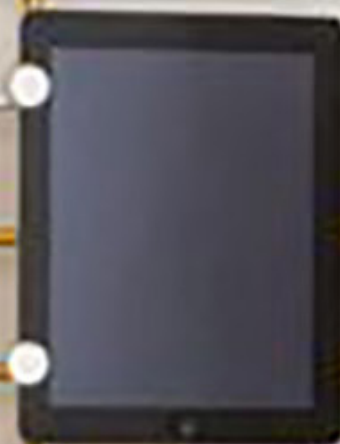




CAPEZIO SINCE 1887



CAPEZIO STUDIO



TRAINING+ NUTRITION



TRAINING

SUPPORT
STRETCH
STRENGTH
FITNESS
TRAINING
EQUIPMENT
JOINT SUPORT

NUTRITION

ENERGY
DRINKS,
BARS AND
SUPPLMENTS
ON-THE-
GO FOOD
STORAGE
WATER
BOTTLES





CAPEZIO FITTE



ACTIVE ESSENTIALS

TO GET YOU MOVING ON
THE STREET, IN THE GYM
AND AT HOME





**ACTIVE
ESSENTIALS**

APPAREL
ACCESSORIES
FOOTWEAR
OUTERWEAR





CAPEZIO FOR ALL

CORE ESSENTIALS
DESIGNED WITHOUT
GENDER IN MIND.

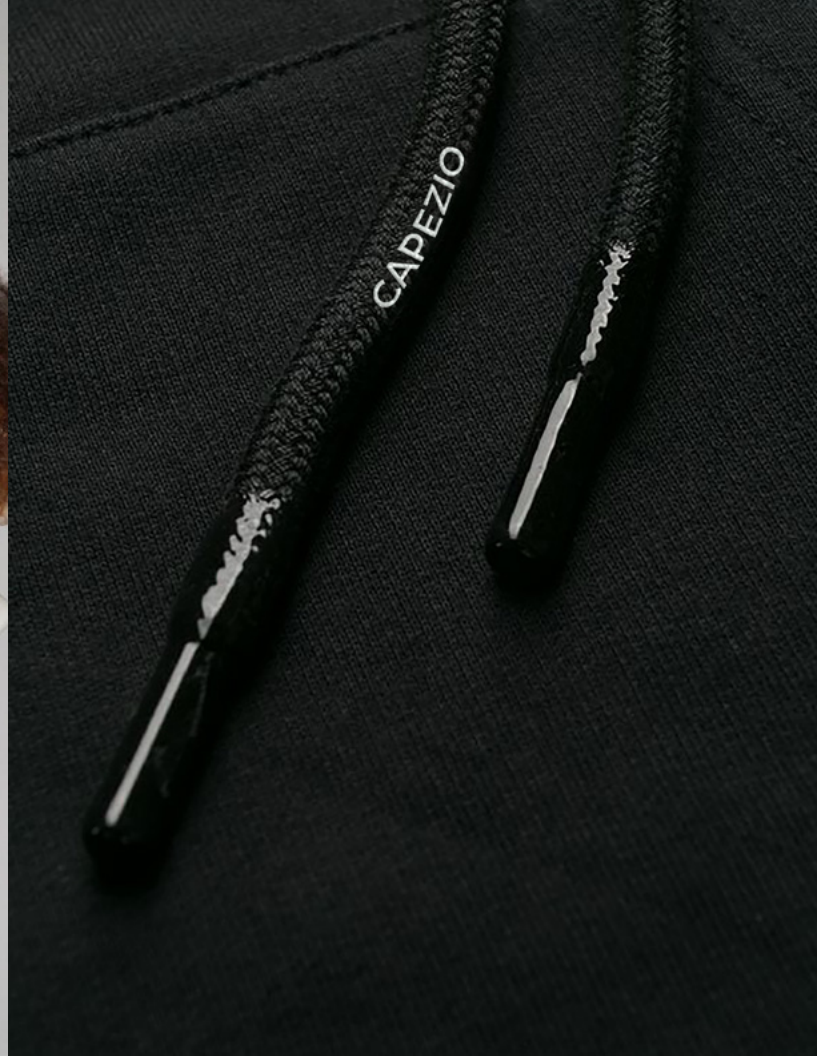
CAPEZIO SINCE 1887



CASUALWEAR TO SHARE



HOODIES
SWEATSHIRTS
SWEAT PANTS
TEES



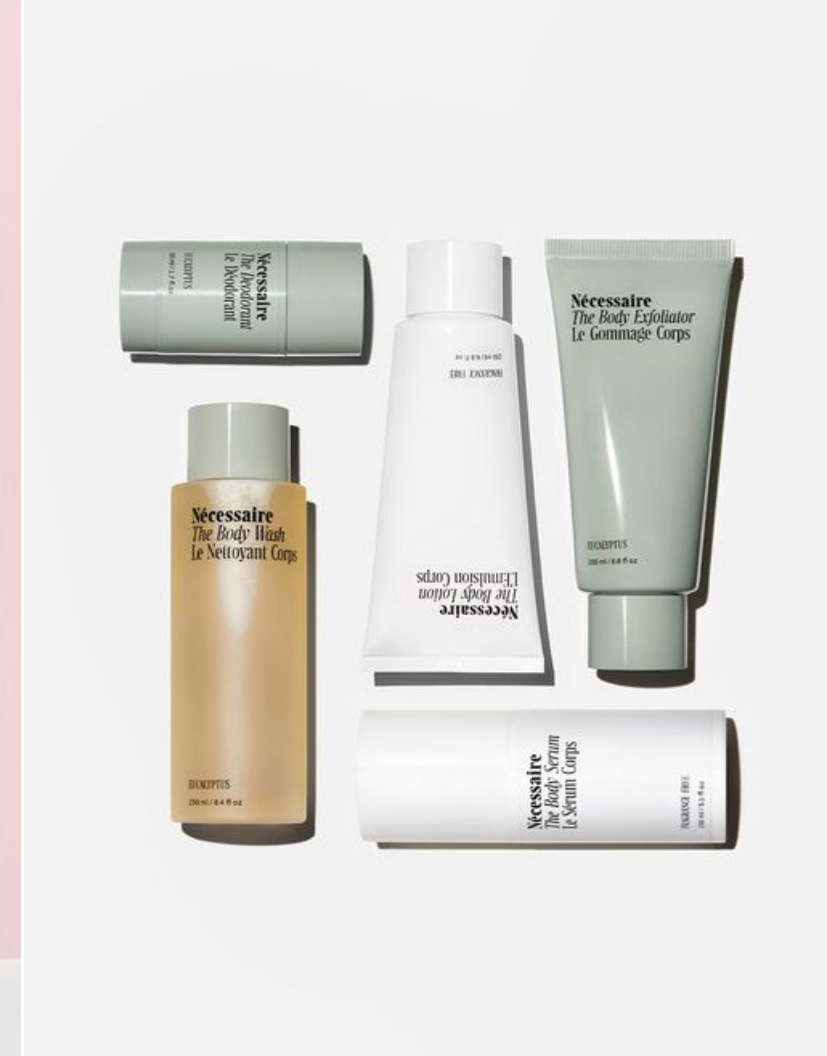


CAPEZIO

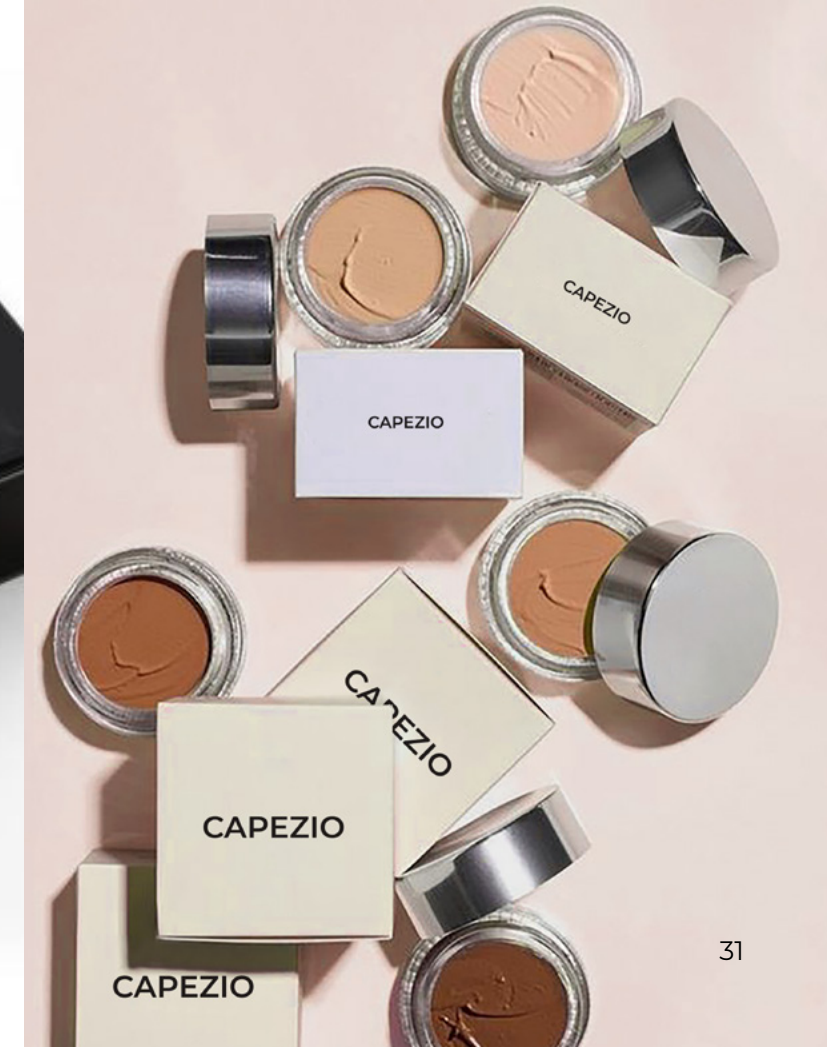


BEAUTY
+SELF CARE





CAPEZIO SINCE 1887





CAPEZIO SHAPE+UNDER WEAR

CAPEZIO SINCE 1887



SHAPEWEAR
UNDERWEAR
FASHION TAPE
IN A FULL
RANGE OF
TONES





CAPEZIO
KIDS

CAPEZIO SINCE 1887

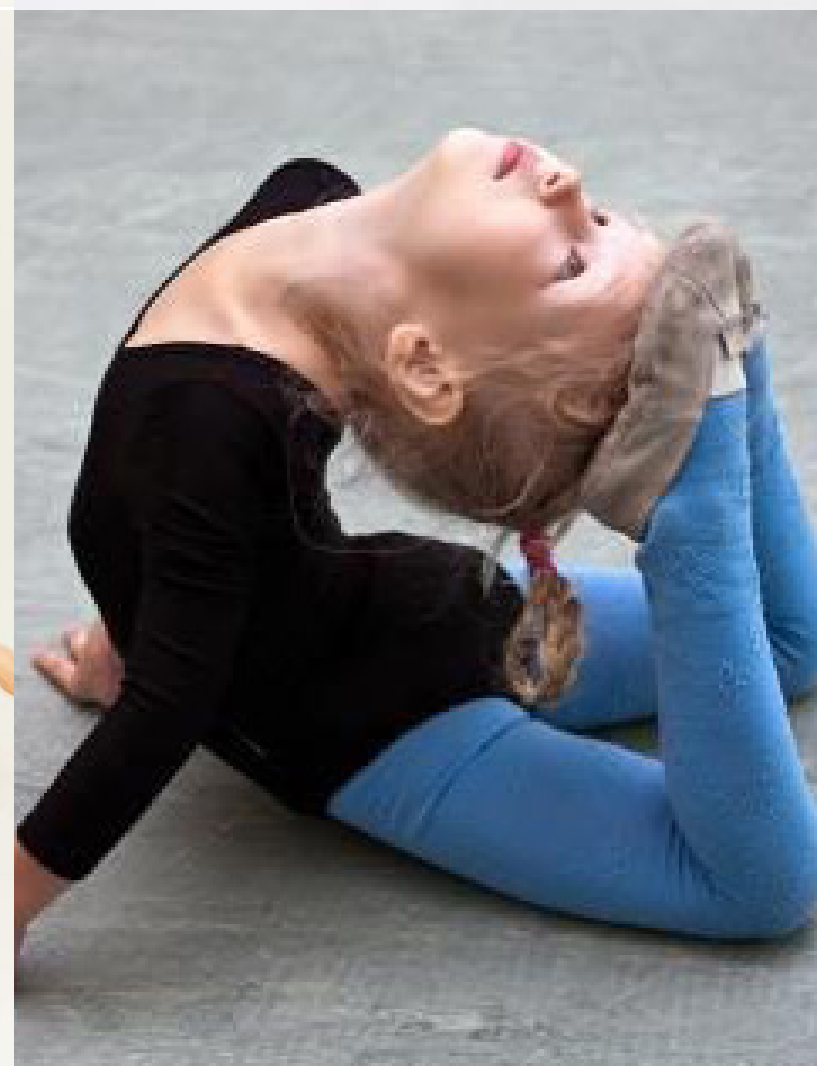


DANCE
+EVERYDAY
ACTIVE



CAPEZIO SINCE 1887





CAPEZIO ARTISAN



CAPEZIO SINCE 1887



FINELY CRAFTED ACCESSORIES



CAPEZIO SINCE 1887





CAPEZIO COLLABS



DANCE.COM



A PLATFORM FOR ALL THINGS DANCE

DANCE.com is where it all comes together:
on the stage + beyond the stage

Where dance worlds collide : all styles, all
cultures — from the grandest stage in the
biggest city, to a small-town backyard.

The Metropolitan Opera / breakdancing /
TikTok / everyday dancers / up and comers
/ Sponsored by Capezio + other brands
and businesses who want to join in and
sponsor and promote the world of dance,
expression and performance.

DANCE IS CULTURE

DANCE HAS AND CONTINUES TO BE ENGRAINED INTO OUR CULTURAL CURRENTS

OVER 100 DANCE CENTERED TV SERIES

have premiered globally in the last 20 years and over 20 of them have been in the United States

Since the 1880s 322 DANCE CENTERED FILMS

have been made.

77 OF THOSE IN THE PAST DECADE

Performers are increasingly known for their dancing as much as their singing.

JLO, BEYONCÉ, LIZZO, USHER, SHAKIRA, MADONNA, JUSTIN TIMBERLAKE, DONALD GLOVER AND JUSTIN BIEBER to name a few

MICHELLE OBAMA + BEYONCÉ

collaboration for

“LET’S MOVE”

campaign using street dance to stay active

STREET DANCE contributed to the rebirth of SNEAKER CULTURE

and continues to fuel its fire. The sneaker industry is projected to be a

\$95 BILLION
industry by 2025

DANCE IS FITNESS

DANCE CENTERED ACTIVITY HAS INCREASINGLY BECOME THE POPULAR CHOICE FOR FITNESS

Among those that exercise in a group at least once a week Zumba and other

DANCE FITNESS IS THE 3RD MOST POPULAR

type of group fitness

The global digital-fitness market is expected to reach an estimated

\$27.4 BILLION BY 2022

40% OF PEOPLE

participating in facility-based group exercise choose **ZUMBA, DANCE FITNESS, DANCE, PILATES, BARRE, OR POLE DANCING** as their exercise.

Recognition of dancers as athletes.

MISTY COPELAND AND UNDER ARMOR

partnership has been one of the biggest players in this movement

ZUMBA

is practiced in over

180 COUNTRIES,

with over

15 MILLION

WEEKLY

participants

DANCE IS SOCIAL

SOCIAL MEDIA IS BECOMING THE NEW SPOTLIGHT FOR DANCE

**69% OF
PERFORMERS
VIEW SOCIAL
MEDIA AS A WAY
TO GROW THEIR
FAN BASE**

Social media platform
for creating, sharing and
discovering short music videos

**TIK TOK
HAS 800 MIL
USERS**

Most popular content creator is a
dancer, Charli D'Amelio, with
41.4 million followers

There are over
**11,000 DANCE
INFLUENCERS
ON INSTAGRAM**

**YOUTUBE'S
FIRST VIDEO TO
2 BIL VIEWS**

was dance phenomenon
"Gangnam Style" and the Baby
Shark dance is not far from the
top 10 most watched list

**150 DANCE
CHANNELS
ON YOUTUBE**

under the dance
choreography videos and
tutorials category

CAPEZIO IS DANCE

ADVOCATING FOR DANCE FOR OVER 130 YEARS

THE MOST
RECOGNIZED
DANCE BRAND
IN THE WORLD

#1 IN EVERY
CATEGORY OF
DANCE

WORN BY...

TAYLOR SWIFT, RU PAUL,
LADY GAGA, BRITTNEY
SPEARS, BEYONCE AND
MADDIE ZIEGLER,
to name a few

THE ONLY
BRAND THAT
HELPS PROMOTE
AND AWARD
DANCE

with the capezio dance award
and the capezio foundation

438K

INSTAGRAM

345K

E-MAIL

203K

FACEBOOK

35K

TWITTER

17K

YOUTUBE

9K

PINTEREST

6K

SNAPCHAT