



Aleksandra Efimova is Inspiring Children Through the Arts

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Many Chicagoans have not heard of local this savvy, local entrepreneur and Harvard MBA grad, [Aleksandra Efimova](#). She is the founder of [Russian Pointe, Inc](#), established back in 1998 through a business plan designed in class as a junior in college in Ann Arbor, Michigan. Now as the current President of this distinguished and highly recognized company, these luxury ballet slippers are the most sought out ballet slipper by professional dancers. What is unique about this specific ballet company is each slipper is individually handcrafted in Moscow and sent to Chicago for distribution all throughout the United States and Canada. Due to this demand and rapid growth, Aleksandra opened the elegant Russian Pointe Dance Boutique in 2006 on the Magnificent Mile.

Her passion for the arts stemmed from her own childhood when she would visit the prestigious Mariinsky Theater, home of the Kirov Ballet in St. Petersburg, Russia. Ms. Efimova stated, *"I have fond memories watching the dancers and listening to the opera singers, that it took my breath away each time I was there."* At the age of five, she enrolled in gymnastics, by age six, she attended the renowned Art School at the Hermitage State Art Museum and received training in classical ballet, art and academics. Later, she became a competitive ballroom dancer in the United States. The seed of fine arts was planted just by being a season ticket holder for the Mariinsky Theater. She stated, *"it is just like growing up with parents who love hockey, my family loved the arts."*

Ms. Efimova stated that it was her schooling that taught her to be *"focused, driven and disciplined."* This is one of the reasons she founded, [Growing Through Arts\(R\)](#) in 2010 and authored several books to help enhance and engage young children into the fine arts. You can read more about the review of these books here: [Twirls and tutu's: Growing Through Arts\(R\) Sleeping Beauty Ballet book review](#). These books can help enhance character building, increase creativity and use imagination while gaining confidence through her educational series. Not to mention the workbook and toys that go along with her series are well-thought out.

It is her goal is to inspire the young generation to be more well-rounded and involved not only in the fine arts through dancing, musicals and singing, but to be a value to our community and to give back.

Ms. Efimova does exactly this by being a resource and advocate for the Russian community through a non-profit, the Russian Foundation of Chicago she co-founded In 2009. This is a non-profit group dedicated to raising awareness of Russian culture in Chicago, which she served as president of for two years. In 2010, Chicago's Mayor Richard M. Daley asked Efimova to be the co-chair of the Moscow Committee of Chicago Sister Cities International.

It is important for Aleksandra to keep instilling the fine arts in the young lives of today. *"There is a place for it and it should be made known and valued into our children lives"*

Ms. Efimova plans on expanding her series into astronomy, cultures of the world, and sports. I believe she will continue inspire children through her books and helps parents educate their children about the variety of arts, bridging cultures and the importance of early exposure to help develop their own characters and strengths.