



## All About Dance Adds Russian Pointe Shoe Collection to New Dancewear Product Line

Internet dancewear retailer All About Dance announces the addition of the popular Russian Pointe brand of products to its collection of new items this fall. The Russian Pointe brand has become incredibly well known and respected among dancers from students to elite professionals for the superb quality and craftsmanship presented in this collection of pointe shoes, ballet slippers, and creative learning products.

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Internet dancewear retailer [All About Dance](#) announces the addition of the popular Russian Pointe brand of products to its collection of new items this fall. The Russian Pointe brand has become incredibly well known and respected among dancers from students to elite professionals for the superb quality and craftsmanship presented in this collection of [pointe shoes](#), [ballet slippers](#), and [creative learning products](#).

"All About Dance is extremely pleased to be an authorized retailer of the Russian Pointe brand of products that are handcrafted in Moscow in the grand tradition of pointe shoe making," said Kristen Padden, Communications Coordinator. "Finding the perfect pair of pointe shoes is something every young ballerina dreams about, and we are happy to now provide this fine collection to those dancers who have fallen in love with Russian Pointe shoes."

Russian Pointe was launched by Aleksandra Efimova in 1998 as part of Aleksandra

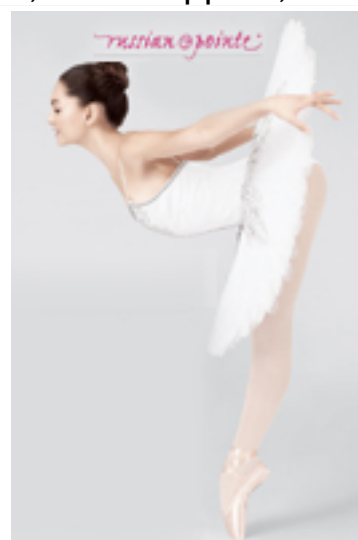
Enterprises, an organization dedicated to spreading access to the enjoyment of the arts, and to forging cross-cultural bridges in education, arts, and business sectors. What started as a college business project to sell professional, Russian-made pointe shoes for elite dancers and students has developed today into an internationally known brand of fine quality dance apparel, shoes, and educational materials.

The latest endeavor for the company is the development of Growing Through Arts, a series of story books, play sets, and dress-up apparel infused with the philosophy that children's careers, educations, and social lives can be dynamically impacted by participating in the arts. The products inspired by the great ballet and music classics encourage creative exploration of the arts to develop the child's mental and emotional growth.

"The collection of Growing Through Arts educational products are great tools that we believe dance parents and dance instructors will adore sharing with their youngsters at home and at the studio," Padden said.

Ever since re-launching its web site in 2010, All About Dance has been focused on greatly expanding its selection of high quality, brand name dance fashions at affordable prices. The company is the only online dancewear store to offer everyday free shipping and free returns, with no minimum order restrictions within the continental United States.

"Our online offerings have grown by leaps and bounds, and we're dedicated to bringing dancers even more innovations with the best in dancewear trends well into the future."



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