

Merchandising experts weigh in on four real-world dance store windows

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News

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## DANCER/DESIGNER LAUNCHES DANCEWEAR COMPANY

**Brooklyn, NY**—Former Milwaukee Ballet dancer Candice Thompson launched a new dancewear company, LOLAstretch, in November. Though she currently plans to sell her designs through the website, which offers a comprehensive “Custom Options” system, she hopes to extend her business to retailers as well. Customers can choose multiple fabrics and colors for each leotard style, add zippers and sport stripes in different colors and select sleeve lengths, among other features. “If you work in an office, you can choose your outfit,” she says. “I wanted [the line] to mirror fashion, so that the professional dancer can pick the leotard she’ll be working in all day.”

The collection includes 10 basic leotard styles that can also be designed as biketards or unitards with or without stirrups. Four of the styles are offered in girls’ sizes. Custom options are available to retailers, who can get in on the design process by selecting colors and styles that match the unique demands of their customers. “If that’s not their bag, I can do a sampler,” Thompson says.

The former dancer began designing custom leotards for her friends and colleagues back in 2001. “It started out of practicality,” she says. “I didn’t make a lot of money, so I couldn’t afford to buy a lot of leotards. I started making them for myself, and soon others began requesting them.” She plans to add a menswear line in the future.

### LOLASTRETCH

866-786-9912

[www.lolastretch.com](http://www.lolastretch.com)



Claire T'Sani (top) in the Shrug It leotard by LOLAstretch; Amy Fote (above) in the Sport Slender leotard by LOLAstretch

## RETAILER COMBINES LOCATIONS

**Langhorne, PA**—A Pennsylvania retailer who formerly operated two stores moved his shops into one large space in October. Jon Kleinfelder, owner of Dance Ten, closed both his Levittown and Newtown locations and reopened on Halloween at 182 North Pine Street in Langhorne, which is less than 10 minutes away from his two former shops.

“We wanted to simplify our life,” says Kleinfelder, who’s been in business for 20 years with his wife, Rosemary. “We condensed everything, and the studio owners are very supportive.” The new space is 2,000 square feet—twice the size of the old locations—and resides next to what Kleinfelder says is the most popular pizza parlor in the county. “On Friday night, there’s a line to get pizza,” he says. “There’s a lot of traffic, so we’re very pleased.”

The shop, which was once a florist and a West Coast Video, didn’t need major renovation. Kleinfelder only had to install new rugs, paint the walls and build new dressing rooms. As of presstime, he planned a grand opening in January. His son and daughter-in-law helped design and send out invitations, which included 10 percent-off coupons.

### DANCE TEN

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