

## Capezio



Salvatore Capezio was born on April 13, 1871, in Muro Lucano, Italy. In 1887, he opened his shop near the old Metropolitan Opera House in New York City. The sign above his door read "The Theatrical & Historical Shoemaker". As his popularity grew, dancers from around the world made it a point to visit. In fact, Anna Pavlova purchased Capezio pointe shoes for herself and her entire company during her first tour of the United States in 1910. Her generous praise of his work ensured Salvatore's success.

By the 1930s Capezio products were used on Broadway in the Ziegfeld Follies and in dozens of other musicals. Among the performers who have used Capezio dancewears - Anna Pavlova, Fred Astaire, Gene Kelly, Sammy Davis, Jr., Charles "Honi" Coles, Alicia Alonso, Bob Fosse, Mick Jagger, Liza Minnelli, Gregory

Hines, Tommy Tone, Ann Reinking, Debbie Allen, Ben Vereen, Charo, Merrill Ashley, Ashley Tuttle, Rob Marshall, Fatima, Savion Glover, Brian Friedman, Madonna, Will Ferrell, Nicole Kidman and Gwen Stefani. Capezio products have been featured in film and television productions such as MTV Made, Center Stage, The Company, Chicago, The Cotton Club, A Chorus Line, Cabaret and All That Jazz.

ETT Brand Delivery worked exclusively with Capezio in the UK and mainland Europe on both offline and online marketing campaigns, Direct Mail initiatives, periodical advertising, design and production of their annual product catalogues and literature together with creative concepts and initiatives including partnerships with the ENGLISH NATIONAL BALLET.



Capezio catalogue designs.



Capezio catalogue covers designed by ETT Brand Delivery creative teams.



The Capezio story spans the history of dance since the late 1890's.



A dynamic brand that demands dynamic design solutions



ETT Brand Delivery worked with Capezio on individual product brands within their overall inventory...



...including a sub-brand inspired by the English National Ballet

# case study Capezio



The English National Ballet collaboration required a location photo-shoot at ENB HQ in London...



...the shoot was a great success and provided a huge amount of material for future campaigns.



Affinity New Media, sister company to ETT Brand Delivery, were commissioned to work with Capezio on their European web presence



Capezio is endorsed by many leading dancers including Brian Friedman of 'X' Factor fame



Advertising campaigns were international and covered many of the leading publications across Europe



Stunning full page advertising campaigns required meticulous preparation



Capezio ballet shoe

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