

## Siberian Swan pointe shoes –

### Exciting, useful, helpful features for the customers



Siberian Swan is the premium brand that, while sharing many common characteristics with other brands, also includes a set of exclusive features not available anywhere else. Siberian Swan pointe shoes were created by professional dancers for professional dancers. Here is our story: <https://www.siberianswan.com/our-story/>

They tour for a third of the year, and found their shoes lacking in strength, durability and comfort – all of it while paying premium prices. Siberian Swan was formed with a simple goal in mind: provide premium features, durability, comfort, elegance all at a reasonable price point. This is a pointe shoe that really needs to be recognized as an elegant, sleek, well-made pointe shoe that needs to be danced in.

*“..Modern choreography requires the shoes of modern technology, materials...”* Siberian Swan is committed to it!

Additional resources: <https://www.siberianswan.com/additional-resources/>

#### Longer Lasting Shoes

The Pointe Shoes that last longer – Shank, Box, Platform, Fabrics

Siberian Swan shoe is made of the combination of engineered plastic shank, and conventional box reinforced with special glue at the platform to increase the edges' durability.

Siberian Swan uses its own fabrics with the high GSM which makes them more durable and less slippery

Plastic for the shank is the product of computer aided design and automated machine process.

Plastic and extra support doesn't take away from the shoe's articulation with the demi pointe. The thickness of the shank is not even allowing for greater flexibility at the metatarsal area where the demi-pointe position is.



#### Customization of the shoes

Our computerized technology allows us to make custom shoes

- No extra time for custom shoe
- No extra cost for custom shoe

**Shank Firmness:** Controlled by the thickness of the shank, and fully customizable. Our computer driven machines make the thickness of the shank with precision up to 0.5 millimeters.

**Vamp height:** The height of the vamp can be done precisely by the customer's specifications

**Profile height:** The height of the profile can be done precisely by the customer's specifications

#### Active Arch Support

Active Arch Support is our patented technology. The shoe breaks right underneath the dancer's heel creating an incredible level of support for the dancer's feet. It relieves pressure from the toes and allows the toes to be straight up and down in the shoe. It will not allow the foot to sink into the box thus preventing the pain and injuries associated with too much of the weight distributed to the toes. The curve, in addition to supporting the foot, adds an elegant look by making the shoe instantly mold to the dancer's foot.

## The less painful shoes

Dancers experience pain with all the brands they wear, and some people believe that dancers have to bleed through their shoe to be a true ballerina. Luckily that mindset seems to be changing, and we at Siberian Swan are helping to change it. No dancer wants to spend their later years in a wheel chair due to injuries with and damaged feet.

At Siberian Swan we invest in modern technology and innovation to make the pointe shoe experience as painless as possible. With our Active Arch Support technology, we already have great success on this path.

We are happy to see the beginner pointe student going up en pointe without feeling the level of pain beginners feel in conventional shoes and not just walking across the floor, standing on flat or simple demi-pointe exercises holding the barre .. we see them more comfortable doing eschappe, passe releve .. with and without barre.

## NO Break-in is needed

No break-in is needed!

Right out of the package, Siberian Swan shoes are designed to be ready to go with minimal heating up from the dancer's foot. Just walk around a bit, releve a bit and the shoe is ready for you!

Combine the active arch support with the pitch the box offers the dancer and you have a beautiful, elegant line that allows the dancer to find the platform offering a beautiful balance while en pointe. The lateral support along with the metatarsal support is incredible. The stability this shoe offers is exceptional!

## Stability

Stability en pointe, stability on flat!

An additional feature to the Siberian Swan shank that cannot be overlooked is the stability the dancer feels while standing flat (think about those long adagio combinations with promenade after promenade ..). Siberian Swan has managed to make this long-lasting, durable shank allow the dancer to feel closer to the floor while standing flat!

No longer does the dancer feel the "wobble" that other conventional shanks offer. This is a great benefit.

## Happy ballet moms and their beginner kids.

Beginning pointe students don't usually know the level of acceptable pain in the pointe shoe and neither do their parents.

Most of the time they are taught to believe that their kids should go through unreasonable levels of pain and the result of this painful journey is purple nails and damaged feet.

With Siberian Swan, due to Active Arch Support they don't feel pain as much of the pressure is relieved from their toes to their heels.

As the result of this we have happy ballet moms! Happy moms with kids with happy and healthy feet don't mind paying for pointe shoes and ballet lessons.

*"I can't tell you how many times I have watched a dancer's eyes light up when they stand in Siberian Swan pointe shoes for the first time!"* Missy Floyd, Tickle Pink Performance Wear, Buena Vista, Va. *"The comfort level is unparalleled!"*

## Additional Unique Features

BOX: Padding on the platform to reduce noise.

INNER\_SOLE: Layer of padding is added for additional comfort

COLOR: Color-matched with the drawstrings on the side, ribbons, and tights

FABRICS: Multiple layers of fabric to provide stronger support

OUTER SHANK: Is made of lather of flesh color to prolong the line of the legs

V Shape & Drawstrings on the side combination is a unique feature.