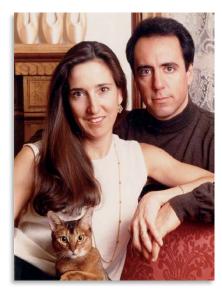




2020 WHOLESALE CATALOG



Eliza and John Minden, 1993

The Gaynor Minden pointe shoe is the first successful modernization of ballet's iconic footwear. It grew from my love and personal experience of ballet.

As an ardent amateur, I realized that sore toes did not make me a better dancer, and as the daughter of a ballet school founder, I knew that pointe shoe frustration was widespread. Later, as an administrator, I struggled to pay for pointe shoes only to see them worn out after just one show, and I saw beautiful dancers sidelined by injury.

Borrowing my brother's bandsaw, I cut open traditional pointe shoes and found cardboard, paste, burlap, and even newspaper. From sports I knew that modernized equipment makes all the difference in the comfort, safety, and enjoyment of physical activity. Why then were dancers — the most elite athletes of all — using such

antiquated shoes? Other artists enjoy the benefits of progress in countless ways, from painters' vivid pigments to musicians' superbly engineered instruments — why not dancers, too?

Putting my outrage into action, I quit my job to study the materials that had revolutionized modern footwear. I recruited scores of ballet teachers, dance medicine experts, and professional dancers in New York and, in 1993, after eight years in testing and research, Gaynor Minden made its debut.

Our shoes are handmade using a unique manufacturing process that is both state-of-the-art athletic shoe science and traditional, artisanal craftsmanship. Every pair is inspected by hand. My husband, John Minden, is C.E.O. and deserves more credit than he ever gets. I continue to design for dancers.

The company that John and I started in our small Manhattan apartment twenty-seven years ago is now a global brand. We're gratified that independent medical research confirms Gaynor Minden's superiority in promoting safe and correct technique. We are honored that respected teachers recommend them, and that over 200 of the world's great companies buy them. We hope you like them too.

May ballet always bring you joy,

Eliza Gaynor Minden Head of Design

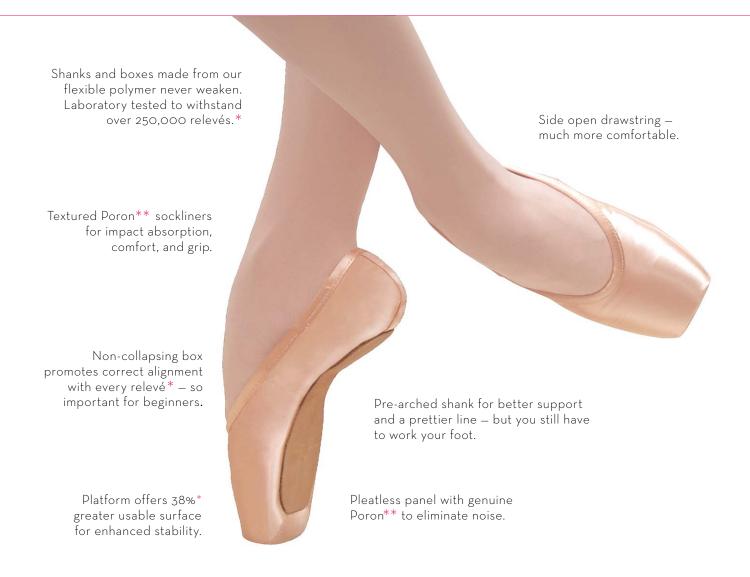
SHOES & ACCESSORIES

It's amazing what goes into making something effortless



What's The Difference?

...And Why It Matters.



- * Visit dancer.com/medical-studies to read the medical research.
- ** Poron[®] Performance Cushioning has the American Podiatric Association Seal of Acceptance.

FITTING & ORDERING OPTIONS



SCULPTED FIT (SC)

For a slightly tapered foot with a "waist": cut with an ample metatarsal, a snug midfoot, and a narrow-medium heel.

CLASSIC FIT (CL)

Our original "U"- shaped foot: the metatarsal, midfoot, and heel are generously cut.

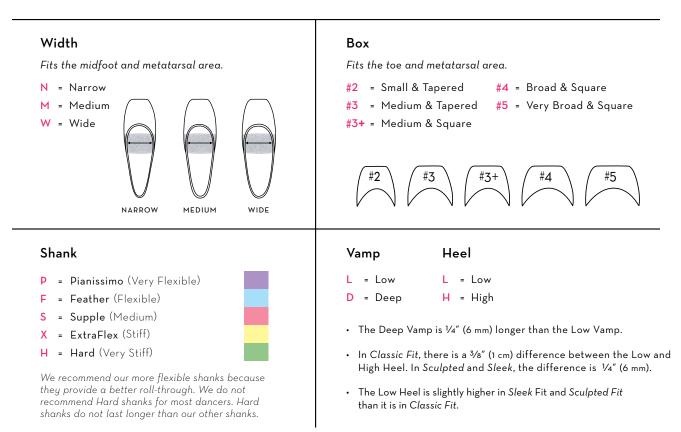
SLEEK FIT (SK)

For a tapered "V"-shaped foot: cut with a slim metatarsal and a truly narrow midfoot and heel.

Length

Gaynor Minden	4/4.5	4.5/5	5/5.5	5.5/6	6/6.5	6.5/7	6.5/7	7/7.5	7.5/8	8/8.5
U.S. Women Street Shoe	3	3.5	4	4.5	5	5.5	6	6.5	7	7.5
Eur. Women Street Shoe	33	33.5	34	34.5	35	35.5	36	36.5	37	37.5
				1						
Gaynor Minden	8.5/9	9/9.5	9.5/10	10/10.5	10.5/11	11/11.5	11.5/12	12/12.5	12.5/13	13/13.5
U.S. Women Street Shoe	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5

This size conversion chart is intended as a starting point in the fitting process and cannot replace a proper in-person fitting. Please note that dancers may need a longer size in Sleek Fit and Sculpted Fit than they do in Classic Fit.



SHANKS

How many times have you heard a customer request "the hardest shank" available? In many cases, that dancer doesn't really need a hard shank, but she thinks it will make her shoes last longer.

Not with Gaynor Minden! Our shanks and boxes never weaken, so it's essential to fit the dancer in a sufficiently pliable shank from day one.

There is no "one size fits all" option with shanks technique, experience, and the dancer's physique all play a part. To give your customers the best roll-through and demi-pointe possible, it's important to stock our softer shanks in a range of popular sizes at all times.







Ballet World Cape Town, South Africa



⁴⁴ As we became more experienced with the Gaynor Minden line, we realized how successful students are with the SUPPLE and FEATHERFLEX shanks. SUPPLE has quickly become a top seller. The dancers are more confident on pointe and had more control and articulation when rolling through. Definitely a must have! ³⁷

Kristen Gerding-Heffner, The Dance Boutique, Ottawa, OH U.S.A.



ELISABETH BEYER wears FEATHERFLEX and SUPPLE shanks

First Place Winner, 2018 YAGP Finals Student at Ellison Ballet, New York ibsiesballerina





BOX **Z**

Just right! A superb new fitting option for the front of the foot: a toe box in between the very tapered #3 and the broad, square #4.

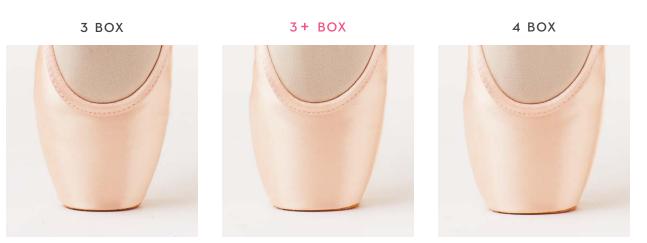
Just as *Sculpted Fit* transformed midfoot fitting by bridging the gap between *Classic* and *Sleek*, #3+ makes fitting the forefoot so much easier.

Many dancers can now wear Gaynor Minden for the first time; other dancers will find their fit greatly improved. **#3**+ allows smaller feet to drop into the box and enjoy better comfort and support; bigger feet can switch from an overly padded **#4** box to the "just right" **#3**+.

More good news: The wider platform provides greater stability and security, encouraging dancers to choose more flexible shanks.









FRESH POINTES New!

A detox for your pointe shoes!

Activated bamboo charcoal naturally absorbs moisture and eliminates odor to keep your shoes looking (and smelling) fresh.

Place Fresh Pointes inside shoes after class or whenever they're not in use.

Try them in your dance bag and sneakers too!

#SA-C-144 Color: Navy & Light Pink Material: Polyester, Bamboo Charcoal



POINTE POCKETS

It's the perfect toe pad.

Designed and shaped expressly for Gaynor Mindens, but works great in other pointe shoes, too. Slim and non-bulky so you really feel the floor.

Seams located away from toes for comfort. 4-way (not 2-way) ultrasoft stretch fabric. Made in the U.S.A. with medical grade, hypo-allergenic TPE gel — holds up better and feels fabulous.

#SA-F-139

Sizes: Small, Large Color: Ballet Pink/Tiara Material: Polyester, TPE Gel

8



RIBBON

Soft, double-faced, pointe shoe ribbon. Ample $2^{1/2}$ yd (2.3 m) for one pair of shoes. Or by the bolt, $54^{2/3}$ yd (50 m). Pink and White Ribbon: 100% Nylon imported from England. Core Color Ribbon: 100% Polyester.

PALE PEACHY PINK Pre-cut: #sa-r-101, Bolt: #sa-r-105 CAPPUCCINO, MOCHA, ESPRESSO WHITE Pre-cut: #SA-R-132 Bolt: #SA-R-127



ELASTIC

The essential. Firm and long lasting 3/4" (2 cm) elastic. Ample 15" (38 cm) for one pair of shoes. Or by the bolt, 72 yd (66 m).

PALE PEACH Pre-cut: #SA-E-102, Bolt: #SA-E-106 CAPPUCCINO, MOCHA, ESPRESSO Pre-cut: #SA-E-133

WHITE Bolt: #SA-E-128



STRETCH RIBBON New!

Stretchy enough to be super comfortable, but firm enough to provide extra support for your hardworking ankles. Pre-cut and ready to go. Each packet holds four 21" (53 cm) ribbons, ample for one pair of pointe shoes. Also available in 54²/₃ yd (50 m) bolts. 7/8" (2.2 cm) wide. Matte pink, (matches our Pink pointe shoes and Light Pink tights). Nylon/Spandex.

PRE-CUT: #SA-R-141 BOLT: #SA-R-142



ELAAAHSTIC

Your feet will say "AAAH . . . "

Add extra comfort (and support) to technique slippers and pointe shoes with super soft, wonderfully plush Elaaahstic. Heat-sealed edges to minimize fraying. Generously wide. Criss-cross two elastics per shoe for additional security if desired. Four pieces of $7 \frac{1}{2}$ " x 7/8" (19 x 2.2 cm) elastic per packet. **#SA-E-125**



T.L.C. RIBBON

Your feet and ankles deserve some T.L.C.: Tendon Loving Care. Pointe shoe ribbons must tie snugly to look neat and professional, but standing flat they can chafe the Achilles tendon. A strategic insertion of elastic makes ribbons comfortable. Ours are super-tidy; ribbon and elastic are same width and color, meticulously stitched together. Ample (4 ribbons) for one pair of shoes. PINK: #SA-R-120 WHITE: #SA-R-138



INVISIBLE ELASTIC

Lace-like stretch material that virtually disappears next to tights. Works for technique slippers, too. Ample 30" (76 cm) for two pairs of shoes. **#SA-E-108**



TOE WRAP

Save skin; dishearten corns; and while you're at it, make bunions feel unwelcome. Our stretchy Microfoam toe tape protects and cushions, allows complete freedom of movement, and peels off with no sticky residue. So soft and light it's almost fluffy. 5 ¹/₂ yards (5 m) per roll. **#SA-T-109**



DANCERS' DOTS

Soothing Dancers' Dots reduce irritation, help protect against blisters, and relieve pressure on sensitive areas of the foot. Utilizing advanced hydrogel technology, our protective gel cushions are composed almost entirely of water, yet are durable enough to withstand your longest days. Easy to use — simply remove the backing and tape to skin.

FULL SIZE (90 DOTS): #SA-T-126 MINI PACK (20 DOTS): #SA-T-134-20

10



INSTANT WINGS

Enjoy the security and comfort of a "winged" toe box (without the expense or delay of a special order). Firm, resilient Instant Wings provide cushioned support — just where it's needed. Easy to use: fold each wing in half and slide it into the toe box; your foot will keep it in place. Made from Poron[®] Performance Cushioning. **#SA-F-124**



TOTALLY TOES KIT

Because sore toes do not make you a better dancer. COOL BLUE CRESCENT takes pressure off a longer 2nd toe. COOL BLUE OVAL takes pressure off the big toe. MUSHROOM CUSHION protects sensitive big toenails. DYNAMIC BOX LINER hugs the top and sides of the foot to prevent it from sliding down into the box, while allowing the metatarsals to feel the floor. **#SA-F-103**



DYNAMIC BOX LINERS

So innovative they're patented! Dynamic Box Liners hug the top and sides of the foot to hold it in place. By preventing the foot from sliding down into the box they keep pressure off the big toe. Amazingly effective! And you can still feel the floor. Made from Poron[®] Performance Cushioning. **#SA-F-111**



BIG TOE KIT

2 COOL BLUE OVALS (protects tips and corners of big toes) 2 MUSHROOM CUSHIONS (protects sensitive big toe nails) **#SA-F-135**



SECOND TOE KIT

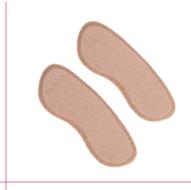
COOL BLUE CRESCENTS (takes pressure off a longer second toe) COOL BLUE OVALS (adds length to a shorter big toe) **#SA-F-136**



ADHESIVE SOCKLINERS

The Solution.

Fine-boned feet, delicate feet, narrow feet, shallow feet, and even ordinary feet struggling in between sizes — Rejoice! So many fittings are made so much better by the simple addition of Adhesive Sockliners, the insoles that stay in place. Made from Poron[®] Performance Cushioning. One size. **#SA-F-140**



HEEL GRIPPERS

The extraordinarily useful Gaynor Minden Heel Gripper actually keeps your shoes on your heels. Its textured surface really holds your foot, while the peel-and-stick backing keeps gripper locked in place. And, by filling in the extra space around your heel, it makes the back of the shoe beautifully smooth, sleek, and free of lines and wrinkles. Especially helpful for dancers with narrow heels. **#SA-F-110**



TOE ALIGNERS New!

Use Toe Aligners between the big toe and second toe to help align the metatarsals en pointe and promote correct alignment of the bunion and big toe joints. They are especially helpful for dancers who have bunions, a long second toe, and/or a large space between the big and second toes. Made from Poron[®] Performance Cushioning. **#SA-F-143**



VAMP ELASTIC

Going over? Popping out? Suffering from your gorgeous arches? Stitch Vamp Elastic in the throat of your shoe and feel the added support that an extra-deep vamp would provide with no compromise of demi-pointe and no special order. 15" (38 cm) ample for one pair of shoes. Instructions included. **#SA-E-107**

12

L E O T A R D S

Bold or basic, always beautiful



MOXIE

Forget the lace and ruffles, Moxie is Seriously Sporty. You can't be lazy in a leotard with this much energy.

Racer cut armholes accentuate those delts front and back (gym-speak for shoulder muscles).

> Mock-turtleneck unzips to a great V-neck. Full front lining.

#AL-124

Sizes: J, P, S, M, L Black: 90% Tactel®, 10% Lycra® Navy, Charcoal: 92% Nylon, 8% Spandex





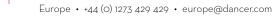


Black

Navy Charcoal w/ Fuchsia w/ Fuchsia







CAP SLEEVE

Like tendus at the Bolshoi: a basic with panache.

Sweet, flattering V neckline and a sophisticated back. Adjustable front shirring. Bra liner.

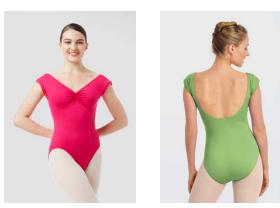
Beautiful colors!

#AL-113

Sizes: P, S, M, L Black, Azalea, Wasabi: 91% Nylon, 9% Elastane Navy: 90% Tactel®, 10% Lycra®



New! New!





LACE

Our best-selling leotard has been imitated but never equaled. This is the real deal, with superb fabrics and workmanship.

The original beautiful open neckline showcases dancers' exquisite necks and collarbones — pretty enough to wear out to dinner. Slightly belled cap sleeve. Shelf bra.

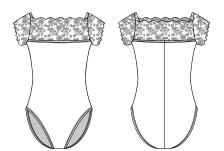
> #AL-103 Sizes: P, S, ST, M, MT, L Material: 90% Tactel®, 10% Lycra®



Black







BELLE

High-neck lace leotard inspired by the art of "La Belle Epoch" — the days of the Moulin Rouge, Monet's *Water Lilies*, and incidentally, the first blocked pointe shoe.

Soft, pretty stretch lace. Eight buttons down the back (purely decorative, extremely fetching). Back zipper. Shelf bra.

#AL-106 Sizes: P, S, M, L Material: 90% Tactel®, 10% Lycra®









GELSEY KIRKLAND. With ethereal technique and gripping dramatic power she electrified her audiences. Balanchine recreated *Firebird* for her when she was just 17. Baryshnikov chose her as his partner. Tudor and Robbins made her their muse. Principal Dancer at both New York City Ballet and American Ballet Theatre, she inspired her generation. Now she inspires the next.

⁶⁶ Finally, there is a pointe shoe that makes no noise! They are completely quiet in running steps and landings from jumps. In addition, Gaynor Mindens have a gracefully tapered vamp allowing the line of the leg and foot to become one. The tip of the box is completely flat making the shoe truly excellent for balancing and turning. **To me, the most** beautiful characteristic of this shoe is that it allows the artist to whisper. ⁹⁹

T I G H T S

A little love for your legs



MICROFIBER TIGHTS

Meticulous manufacturing, advanced textile technology, and only the finest genuine microfiber are what give you the utmost freedom of movement and an incomparably soft and luxurious feel.

> Dyed-to-match crotch gussets. Soft-knit waistbands.

CONVERTIBLE

#AT-101 , #CT-102 Adult: S, M, L, XL • Child: S, M, L Colors: Pink, Light Pink, Black, Cappuccino, Mocha, Espresso

FOOTLESS

#AT-102 Adult: S, M, L Color: Black PERFORMANCE #AT-108 Adult: S, M, L, XL Color: Light Pink

Adult: S, M, L, XL

Color: Black

STIRRUP

#AT-105

FOOTED #CT-101 Child: S, M, L, Colors: Pink, Light Pink

Material: 85% Nylon, 15% Spandex



MODERN MESH

Our modernized mesh has a rounded, open weave. It's even stretchier, even softer, and even more comfortable.

But we didn't update everything. Traditional mesh tights have a distinctive seam in back. We think it makes those beautiful dancer legs look even better!

Thoughtful features:

- Plush waistband
- Dyed-to-match crotch gusset
- Extra-wide convertible opening
- Flattering, versatile color

#ат-106 Sizes: S, M, L, XL Material: 85% Nylon, 15% Spandex







SWEATER TIGHTS

Featherlight and toasty warm. No bulkiness, no resistance just softness, stretch, and comfort.

Custom-dyed just for us in beautiful colors.

Soft elasticized waistband. Dyed-to-match crotch gusset. Flat seamed. Footless.

Made in Italy.

#AT-104 Sizes: P, S, M, L, XL Material: 70% Acrylic, 30% Nylon



Charcoal

Black

Light Pink

TUTUS & WARMERS

Practice makes perfect



CLASSICAL REHEARSAL TUTU

We did our homework and this is what dancers requested:

Clever European-style alternating hooks and bars won't come undone, even in complicated partnering.

Accommodating stretch mesh waistband and brief.

Nine layers of pleated tulle, generously tacked. Hand pleated top layer.

> #AS-103 Colors: White, Black Sizes: J, P/S, M/L Tulle: 100% Nylon Belt/Brief: 79% Polyamide, 21% Elastane





ROMANTIC REHEARSAL TUTU

Soaring sylphs and whirling wilis need tutus too!

One layer of stiff tulle provides structure below while two layers of soft, diaphanous tulle float above.

Adjustable waistband with European-style alternating fasteners that stay securely hooked.

Comfortable stretch mesh waistband.

#AS-104 Color: White Sizes: J, P/S, M/L Tulle: 100% Nylon Belt: 79% Polyamide, 21% Elastane







New! ITALIAN KNIT JUMPSUIT

Stay warm from torso to toe.

The family business that produces our knitwear was founded by a professional dancer and has been producing high quality knit dancewear for almost 40 years.

Handmade in Italy.

#AW-128 Sizes: S, M, L Material: 50% Wool, 50% Acrylic



Midnight Blue Stripe







New!

ITALIAN KNIT ROMPER

Perfectly slouchy and perfectly fitted in all the right places.

Made from super warm, luxuriously soft Merino wool.

Handmade in Italy.

#AW-129 Sizes: S, M, L Material: 50% Wool, 50% Acrylic









New! MICROTECH ROMPER

Our sumptuous and silent MicroTech fabric is now available in a playful Romper!

Perfectly fitted elastic leg band creates a flattering line without constricting movement.

#AW-131 Sizes: P, S, M, L Material: Polyester Microfiber







MICROTECH JUMPSUIT

A dancer's favorite traditional warm-up, but in MicroTech, an amazing modern fabric that moves beautifully, silently, and so comfortably.

Super pretty ruching.

#AW-127 Sizes: P, S, M, L Material: Polyester Microfiber



Black









MICROTECH WARM-UP PANTS

Our sleek, updated version of the classic warm-up.

Rich MicroTech fabric drapes gracefully and is cut slim for an elegant line.

Bonus: absolutely silent when legs brush together.

#AW-122 Sizes: P, S, M, L Material: Polyester Microfiber







UNUSUAL EXTRAS

To help make it "effortless"



STUDIO BAG

Perfect for the ballerina on the go:

Sleek, stylish design holds all the essentials — and a whole lot more!

Stay-open top — easy to see what you need.

12 pockets keep you ultra-organized.

Easy to carry with snap tab top handles or padded, adjustable straps.

Easy to clean lining. Water resistant exterior.

#BG-S-106

Dimensions: 15" x 10" x 8" (40 cm x 26 cm x 21 cm)

Material: Polyester





Heather Grey



Black

Light Pink New!



TUTU BAG

Our Tutu Bag:

- Two size options Original and Large
- Lightweight
- Water-resistant
- Deep enough for at least two tutus
- Strap length perfect for easy carrying
- Adjustable interior strap holds tutus in place
- Snap tab keeps straps together
- Tiara pockets

New!

#BG-T-105 Diameter: 44″ (112 cm) Material: Ripstop Nylon

#BG-T-107 Diameter: 50″ (127 cm) Material: Ripstop Nylon

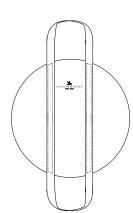




Navy & Light Pink







FLEXIBILITY BAND

Our best-selling accessory: a heavy-duty resistance band designed especially for dancers.

The continuous loop allows for hands-free stretching — or hand assisted, up to you.

Made with seamless wrapped technology for a smooth, comfortable surface.

Generously sized so even the longest legs (we're looking at you, gentlemen) can stretch too.

#TA-F-110 Colors: Powerful Pink, Navy Size: 90" (228 cm) circumference Material: Latex, washed to remove 99% of allergens



New! ROLLER KIT

Kiss muscle tension goodbye!

Dancers are increasingly integrating the tools of sports science and physical therapy in their daily warm up and recovery routines, yet most of the equipment they rely on was created for sports, not dance.

Our new Roller Kit was designed just for dancers and contains all the essentials for targeting the muscles and fascia most in need of relief before and after a long day in the studio.

Our kit is lightweight, compact, and includes the tools dancers need most:

- **TRAVEL ROLLER** Relieves tension in the back, IT band, hips, and legs.
- MINI ROLLER Targeted relief for sore and tight calves.
- **LARGE MASSAGE BALL** Perfect for massaging hip flexors and the psoas.
- **SMALL MASSAGE BALL** Gets into the intrinsic muscles of the feet.
- MICRO VELVET MAT More comfortable (and cleaner!) than the floor.
- **CARRYING BAG** A shoulder strap makes the whole kit ultra portable!

#TA-R-113

35

GAYNOR MINDEN



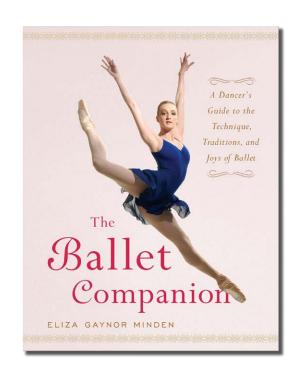
DANCER'S DOZEN

Who better than the physical therapists at NYC Ballet when it comes to intelligent cross-training for dancers?

Thirteen dancer-specific exercises that they devised to help increase strength and flexibility. Comes with two different exercise bands and a nifty, illustrated, flip-card instruction booklet.

#TA-D-103





THE BALLET COMPANION

A ballet student's ultimate reference, *The Ballet Companion* by Eliza Gaynor Minden is a comprehensive guide to the technique, training, artistry, and enjoyment of ballet.

Over 200 illustrations including lavish color photographs of steps and positions. Extensive sections on dancers' health, ballet history, terminology, and must-see ballets. The perfect gift for teachers and students of all levels.

⁴⁴ A superb reference book – every dancer's library should have it. ,,

> Angel Corella Artistic Director, Pennsylvania Ballet Former Principal Dancer, American Ballet Theatre,

#BK-C-101

.36

RESISTANCE BANDS

Any time, anywhere — the ultimate portable workout tool. Resistance bands improve your flexibility, increase your strength, and fit easily into your purse or dance bag.

Four very different weights, but sold separately so you buy only what you need.

- **PINK WITH WHITE LOGO** *Extra Light*
- ▶ WHITE WITH PINK LOGO *Light*
- **PURPLE WITH WHITE LOGO** *Medium*
- ▶ NAVY WITH WHITE LOGO *Heavy*

#TA-B-112

Colors: Pink, White, Purple, Navy Dimensions: 54″ x 6″ (137 cm x 15 cm) Material: Latex, washed to remove 99% of allergens



