



THEHARTMANGROUP

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What Dancers Want

Street Styles

Help your customer make dancewear do double duty for brunch, cocktails and beyond. BY LAUREN LEVINSON

Dancewear has always influenced runway trends—tights, cropped leggings, chiffon skirts—the list is endless. You can tap into this market and get shoppers—especially dancers—to buy the real deal at your dance shop instead of splurging on overpriced imitations. Read on for ideas from musical theater, ballet and hip-hop dancers on their favorite dance items outside of the studio—all style tips you can share with your customers.

What do you love to wear outside of the studio?

Angel Reed: Legwarmers. When it's chilly in New York City, they add extra warmth and make an outfit look cute and funky. I wear them during rehearsal, and then afterward I layer them over leggings and pumps to grab dinner with the girls.

Do you ever wear your dancewear out at night?

AR: I do. I have a black-and-white striped leotard with a low-cut back that I've paired with a black skirt, black leggings and black stilettos. I've worn it to really swanky clubs in NYC.

What do you consider to be the most versatile dancewear item?

AR: Fitted leggings. I wear them to class to stretch and dance in them. And now manufacturers make cool ones that have little zippers at the ankle. I prefer ankle-length styles because they create longer lines. Leggings are a must-have because you can lounge, stretch and dance in them. Then they can easily be dressed up with heels or short boots.

Do you ever wear your costumes out?

AR: Yes. I have a sheer leotard that I perform in and then wear out at night underneath a tight, sequin tank. In NYC, it's all about the layers because it can get cold. The more layers you have, the trendier you look. And dancewear is made for layering.

What's your favorite piece of clothing to wear post-dance?

Vanessa Salgado: A pastel pink, cotton-blend basic wrap sweater with lace trim. It gives me a soft, elegant look. I wear it during class and then afterward with skinny

jeans and boots, or a gray ruffle skirt and tights.

What other pieces in your wardrobe are versatile?

VS: I have a strapless white silk bodice with black ribbon. It goes with a ballet tutu, but I wear it out casually under a blazer or dress it up with tights, a skirt and heels.

What about ballet basics?

VS: Tights are a staple. During the day I pair pink tights with a cute skirt and boots to see a matinee performance or go on a brunch date. Then at night, I whip out my black ones.

So you'll wear your dancewear out at night?

VS: Yes, I have a black leotard with cutouts on the sides and back. It goes great with a skirt or pants.

Ballerinas always have great hair accessories to keep their tresses off their faces. Do you rock these styles after class?

VS: I love headbands and wear them constantly. They're so trendy right now, from the ribbon styles to the bejeweled bands. I like when they wrap all the way around the head and pull everything back so you can really see the person's features. My favorite headband is shimmering brown with tiny little gems on one side. It's subtle and not overly ornate.

What must-have dance items have you seen on nondancers?

Joanna Numata: Leggings started as a dancer thing, but they've definitely come into mainstream fashion. I throw them on for class and then keep them on for the rest of the day. They work with a lot—boots, long camisoles and sweaters or sneakers and off-the-shoulder

sweatshirts. I love high-waist leggings, too, since they can be worn with cropped tops.

What about liquid or fake-leather leggings?

JN: I actually have a pair of those. Cotton leggings are more popular, but I prefer the shiny ones. They're perfect for a street jazz or Latin class and can also be part of a glam nighttime look.

Any other pants styles on your radar?

JN: A lot of dancers have jeggings (i.e., jean jeggings). I like them because they give the illusion of jeans but are more comfortable since they have stretch. Also, I've been seeing lots of kids wearing harem pants to class and then out afterward, but they are not my thing.

What hip-hop apparel would you wear beyond the studio?

JN: A track jacket could be thrown on for class and then paired with skinny jeans—as long as it's not too sweaty. I definitely use my cute sweats for class and then leave them on to lounge around in or run to the corner store.

Hip-hop dancers are known to have the best sneakers. Do you?

JN: Here's the thing with sneakers: I buy a pair and say that I'm not going to wear them to dance, but usually they're too cute and I can't help myself. I want to look good in class, but I ruin all my sneakers dancing. I'm a girl who will wear my sneakers until they're completely worn down—from class to walking around the city.

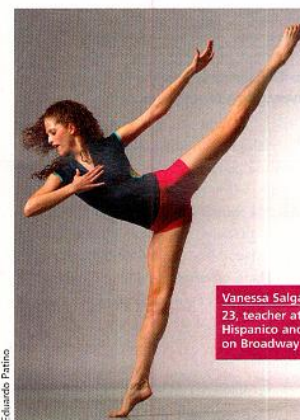
Lauren Levinson is a fashion editor at Time Out New York.

Have a question for dancers? Email ehatt@dancemedia.com



Courtesy of Angel Reed

Angel Reed
28, ensemble member
in *Rock of Ages*



Federico Patrino

Vanessa Salgado
23, teacher at Ballet
Hispanico and Steps
on Broadway



Courtesy of Joanna Numata

Joanna Numata
28, street jazz teacher
at Broadway Dance
Center and member
of Rhapsody The
Company