

Paoul, advertorial.

01/03/2014



The art of a dream come true.

Passion for dance, love for detail and a historical craft tradition, over 45 years old: that is how our dance shoes are created, to be worn by the world's best dancers and by those who just love dancing. Paoul footwear means excellence in design, comfort and performance: the poetry of a shoe accompanying the rhythm of your passion.

www.paoul.com

PAOUL
The Italian dance shoes brand

ADVERTORIAL

PAOUL

Italian craftsmanship serving dance



For over 40 years now, **Paoul** – brand leader in Italy and one of the leaders in the dance shoe production sector worldwide – has been creating products worn by the world's best dancers in the most important competitions or by amateurs who are well aware of the quality of a product **made in Italy**.

Paoul has a long story and is managed by a family – the **Pizzocaros** – with a great passion for dance passed down over the years and acknowledged **manufacturing excellence**.

From Latin American to tango, from ballet to modern dancing, dance is the driving power for these products, which can be customised, now as in the past, down to the finest details, in materials used, colours and shapes. Moreover, to guarantee this uniqueness,

for over 15 years the factory has had a test room where Paoul, in collaboration with professional dancers, **tests new products daily** to make sure they are impeccable.

Each step in the creation of a Paoul product is a **design, comfort and performance marvel**, where care over detail is a must.

Fortified by its past, Paoul has renewed itself continuously over the years launching a

globalisation process based on the innovative push of its new management. Paoul does not just distribute its products all over Italy, **but all over Europe and in North America and China**, dividing its production into four lines: the **Historical Dance line**, its leading product; the **Wedding and Gala line** for important ceremonies and events; the **Theatre line**, inseparably linked to the passion for show business; and the **Tailored line**, created to identify unique, exclusive products, created ad hoc to satisfy the most original requests.

Since 2013, Paoul has also had an **e-commerce** service, which gives many brand fans the chance to buy Italian shoes (for dance but not solely) easily from home, from any part of the world.

2014, with its new collection, will be a "carefree" year thanks to a leitmotif that is a bling of **butterflies**. "flying" on dancefloors, as accessories, shapes, details and style choices where they are the absolute protagonist. Coloured and fleeting, butterflies give life to a rich, scenographic 2014 Collection, animating it with their delicate, airy silhouettes. An Italian-style icon. ●

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