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VOGUE



to the pointe

The classic ballet pointe shoe, unchanged since the 1830s, has finally evolved. The new Gaynor Minden shoe incorporates athletic-shoe technology into its design.

Dancers need no longer balance painfully on burlap, newspaper, and glue.

The Gaynor Minden shoe cushions the foot with shock-absorbing foam and supports the arch with a strong polymer shank. Dancers used to hammer their old stiff shanks to make them fit better. Now they only have to heat the shank and toe box with a blow-dryer and shape them to the foot. Gaynor Minden already counts principal dancers of the Kirov and Joffrey Ballets among its customers. A model for dancers with a wide forefoot and narrow heel will be available soon. For information, call (800) 637-9240. □