

IN-STORE

Saks showcases Cuban ballet with aspiring dancers

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Sak's Fifth Avenue Flagship

By STAFF REPORTS

Department store chain Saks Fifth Avenue is hosting 16 dancers from the Sarasota Cuban Ballet School in Southwest Florida at the flagship location in New York.

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The dancers will be in New York as part of a mentoring program that assists young dancers pursuing professional careers in dance. The showcase of the aspiring dancers will demonstrate the athleticism, passion and grace behind Cuban Ballet, three attributes that are also often given to luxury brands.

Beauty and grace

The Sarasota Cuban Ballet School is committed to spreading awareness of cultural diversity through dance. The students have the opportunity to be part of an exchange program with the Cuban National Ballet School and travel to Havana for an April training course. On June 6-7, 16 dancers will travel north to be part of a mentoring program in New York led by the Sarasota philanthropist Dr. Suzanne Kesten.

Dr. Kesten's program provides scholarships to a summer of intensive training courses and private lessons.

These 16 dancers will perform in the six center windows of Saks Fifth Avenue New York.

Dance and fashion have long been paired, a notion often revisited by brands.

For example, Alexander McQueen reasserted the connection between dance and fashion with a video in collaboration with French ballet dancer Marie-Agnès Gillot for AnOther Magazine.

There are many connections between the worlds of ballet and high fashion as both art forms focus on the beauty of the human body and how to accentuate it. Collaborating with artists from other industries can help brands remain artistically relevant and reach a wider audience ([see story](#)).

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