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Saks, Manolo Blahnik dance in the street for retailer-exclusive style

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Isabella Boylston for Saks Fifth Avenue

By STAFF REPORTS

Footwear brand Manolo Blahnik is putting its ballet flats to the test with help from a professional ballerina.

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In a video shared by department store chain Saks Fifth Avenue, ballerina Isabella Boylston is shown dancing along the streets of New York wearing Manolo Blahnik's Tobaly ballet flats. With the style exclusively available at Saks locations, partnering with the retailer for a promotional video benefits both parties.

Just dance

Ms. Boylston is the principal ballerina of the American Ballet Theater. The 33-second clip begins with Ms. Boylston casually dressed in a tee, black jacket, jeans and yellow Tobaly ballet flats, dancing in the crosswalk outside Saks' New York flagship.

In the next scenes, Ms. Boylston wears two different outfits and colors of Manolo Blahnik ballet flats. Presenting viewers with different outfits gives a sense of what type of apparel is available at Saks.

The video continues with shots of Ms. Boylston mending her pointe shoes and practicing in a ballet studio. Unlike the street scenes, the video takes time to focus on Ms. Boylston's form and skill as she dances.

Saks' video ends on a playful note as Ms. Boylston dances on the sidewalk and crosswalk of a busy New York street.

Manolo Blahnik x Isabella Boylston, shared by Saks Fifth Avenue

Exclusive to Saks, the Tobaly ballet flat retails for \$550 and is available in a range of colors including a metallic gold version.

The retailer and footwear brand has a longstanding relationship. In 2015, Saks stepped up its 10022-Shoe salon game with the opening of a permanent boutique dedicated to shoemaker Manolo Blahnik.

The shop-in-shop is one of Manolo Blahnik's largest boutiques in the world. Also, when the shop-in-shop opened, it was the first time Manolo Blahnik had a physical presence within a Saks Fifth Avenue storefront ([see story](#)).

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