

RETAIL

## ABT brings ballet to Madison Avenue boutiques

September 21, 2018



*American Ballet Theatre is taking over Madison Avenue. Image credit: Madison Avenue BID*

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By STAFF REPORTS

The Madison Avenue Business Improvement District is teaming with American Ballet Theatre for a weeklong dance celebration.

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“Dancing in the Street with ABT on Madison Avenue” will kick off the ballet company’s fall season with a series of events, store window displays, workshops and exhibitions. Along with the entertainment component, this initiative is being held by Madison Avenue BID in support of ABT.

### Block ballet party

Included among the events is a family-friendly ballet workshop on Sept. 22 from 10:30 a.m. to 12 p.m. on a partitioned area of the street. Teachers from American Ballet Theatre’s Jacqueline Kennedy Onassis School will be on-hand to guide children ages 4 to 12 through warm ups and teach them choreography from Jerome Robbins’ “Fancy Free.”

Participating retailers including Brunello Cucinelli, De Beers, Emilio Pucci, Etro, Jimmy Choo and Lalique will be showcasing costumes and memorabilia from ABT in their windows or in-store displays. These exhibitions will include items from productions of “Swan Lake,” “The Sleeping Beauty” and “Firebird,” among other ballets.



On Sept. 20, Madison Avenue BID kicked off the partnership with a night of shopping in support of the ABT's Costume Fund, which works to both repair existing costumes and create new ones.

There will also be in-store receptions and other events throughout the celebration, which runs until Sept. 27.

Madison Avenue BID frequently brings together the luxury neighbors on the street for events that turn shopping into an occasion.

Luxury boutiques along New York high street Madison Avenue opened their doors for one-of-a-kind luxury tours last year.

The first "One-of-a-kind Luxury on Madison Avenue" curated tour was held Oct. 21 and hosted by Kristen Taekman, a blogger and stylist behind Last Night's Look as well as a former star on Bravo's "Real Housewives of New York City." Open to the public, the one-of-a-kind curated tour is accompanied by Madison Avenue exclusives from the fashion, jewelry, accessories and home categories ([see story](#)).

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