

Pretty Ballerinas Opening In Palm Beach On Worth Avenue

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The luxe ballerina flat brand **Pretty Ballerinas** enjoyed by **Kate Moss**, **Elle MacPherson** and **Claudia Schiffer** is opening a store on Palm Beach's Worth Avenue. The company started selling ballet flats online in 2005 and has grown to include stores in Tokyo, Milan, London, Barcelona, Istanbul, Mexico City, Tel Aviv and more. Owner **David Bell** says he chose Palm Beach as his next location because "the town conjures up images of amazing parties in the flapper era with America's royal families – the Vanderbilts and the Rockefellers," And history is important to Bell, who married **Ursula Mascaro**, the creative director and principal designer of the 90-year-old Mascaro shoe company. Pretty Ballerinas is part of Mascaro and a nod to Mascaro's origin as a ballet shoe company in 1918 in Menorca.

Sharon Dresser, co-founder of **High Street Retail USA**, a boutique retail real estate firm in Miami's Midtown, brokered the deal. Dresser first encountered Pretty Ballerinas in the Arts Hotel Barcelona and again on Lexington Avenue in New York, where the shoe company opened its first U.S. store. Dresser says Miami is on the radar too. The store is set to open in October, and will be stocked full of one hundred plus different colors and patterns of ballerina flats and almost certainly in shades of pink and green to the delight of all the Palm Beach ladies who lunch and their progeny. Clearly Pretty Ballerinas is banking on the ballet flat trend sticking around a little bit longer.