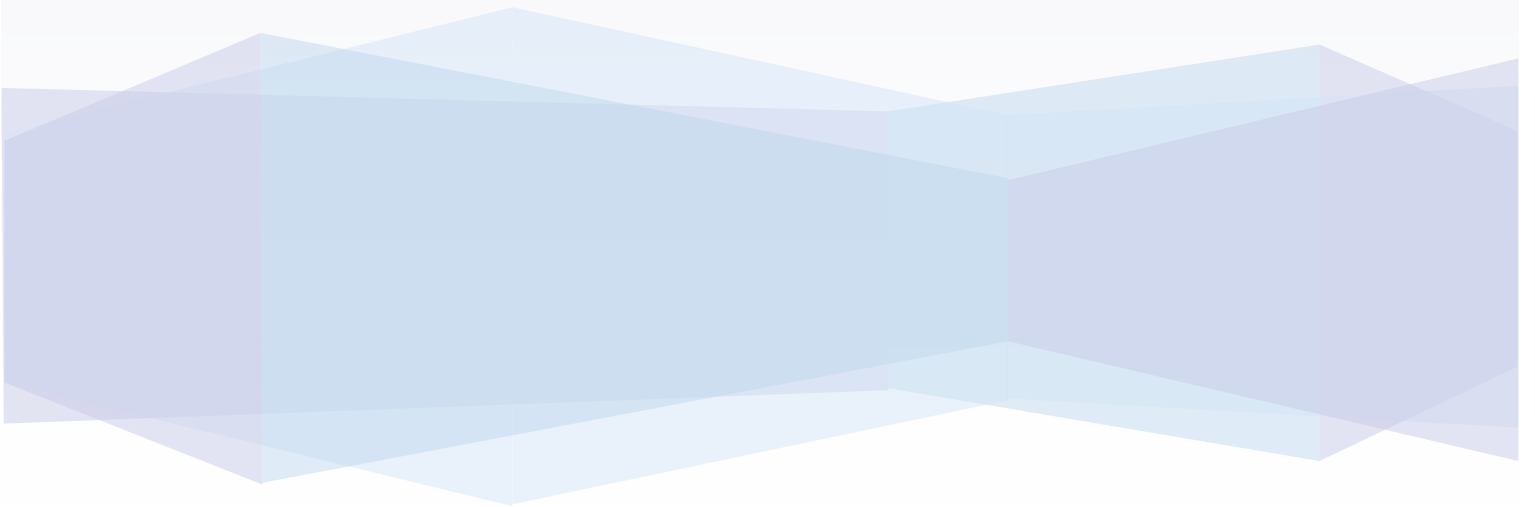


# Virtual Dance Boutique™

Powered by [CostumeManager.com](http://CostumeManager.com)

by Paul Henderson



# CostumeManager.com Introduces Virtual Dance Boutique™

---



This is dance recital season and studio owners and instructors all across the world are focused primarily on getting their dancers on stage.

Summer is right around the corner; though, and that feeling of financial dread is beginning to flicker in the minds of those same dance studio owners and instructors. Summer tuition revenue is a fraction of the regular season. Dance studio owners, will you be able to pay your rent and make payroll in August and September?

## **You will if you act now.**

CostumeManager.com is proud to announce **Virtual Dance Boutique™** - a revolutionary free feature of the CostumeManager.com app and service for dance studio owners with Zero Capital Investment, Zero Square Feet, Zero Labor Cost, Zero Inventory Cost, Zero Risk, 100% profit.

Think, dance supply vending machine for a dance studio that never requires re-stocking or maintenance.



Figure 1 - Sample Customized Virtual Dance Boutique™

Part of owning a dance studio is telling dancers what they need to wear to class and on stage for performances. Dance requires specific clothing and accessories and dance studio owners have never really figured out a convenient, yet profitable way to provide those products directly to their dancers. To solve the problem, Paul Henderson, who co-owns 7 successful dance studios in California with his wife Tiffany, began creating CostumeManager.com for his own dancers in 2006, and then built the free app and service that launched nationally and in Canada in 2008.

CostumeManager.com is an innovative approach to one of the biggest problems faced by [dance studio owners](#): ordering, tracking, and distributing dance performance costumes and dress code items such as dancewear, shoes and accessories. Now, that process just got a whole lot easier and more profitable.

The newest and most exciting feature of CostumeManager.com for the 2013-14 season is **Virtual Dance Boutique™** - CostumeManager.com's mobile interface and the new "Poster Creation" feature. CostumeManager.com has made it possible and incredibly simple for an instructor to browse and compare over 120 brands and 50,000 dancewear products; decide what a dancer needs to purchase for class or stage, determine the markup-if any and print a "product poster" onto an attractive adhesive paper that can be affixed to a lobby wall or watch-window.

# Dress Code Pleasanton Jazz

Tiffany's Dance Academy of  
Livermore/Pleasanton

## It's easy to outfit your dancer!

Scan this QR code with your smartphone or tablet to get started. Powered by  
CostumeManager.com



CM-10-20218



Camisole Leotard by Main Street  
Dancewear  
Recommended-Class Dress Code



Low-Rider Boot Cut Pants - Black  
Recommended-Class Dress Code



Tote Bag  
Just For Fun!-Optional



Convertible Tights - Supplex®  
Recommended-Class Dress Code



Value Jazz-TAN  
Required-Class Dress Code

Figure 2 Sample custom poster

Dancers (or their parents) access their list of items via their mobile devices where they view the items assigned to them by their studio.



Figure 3 - Dance moms shopping at Virtual Dance Boutique™

They select the items they want to purchase and complete the transaction in minutes.

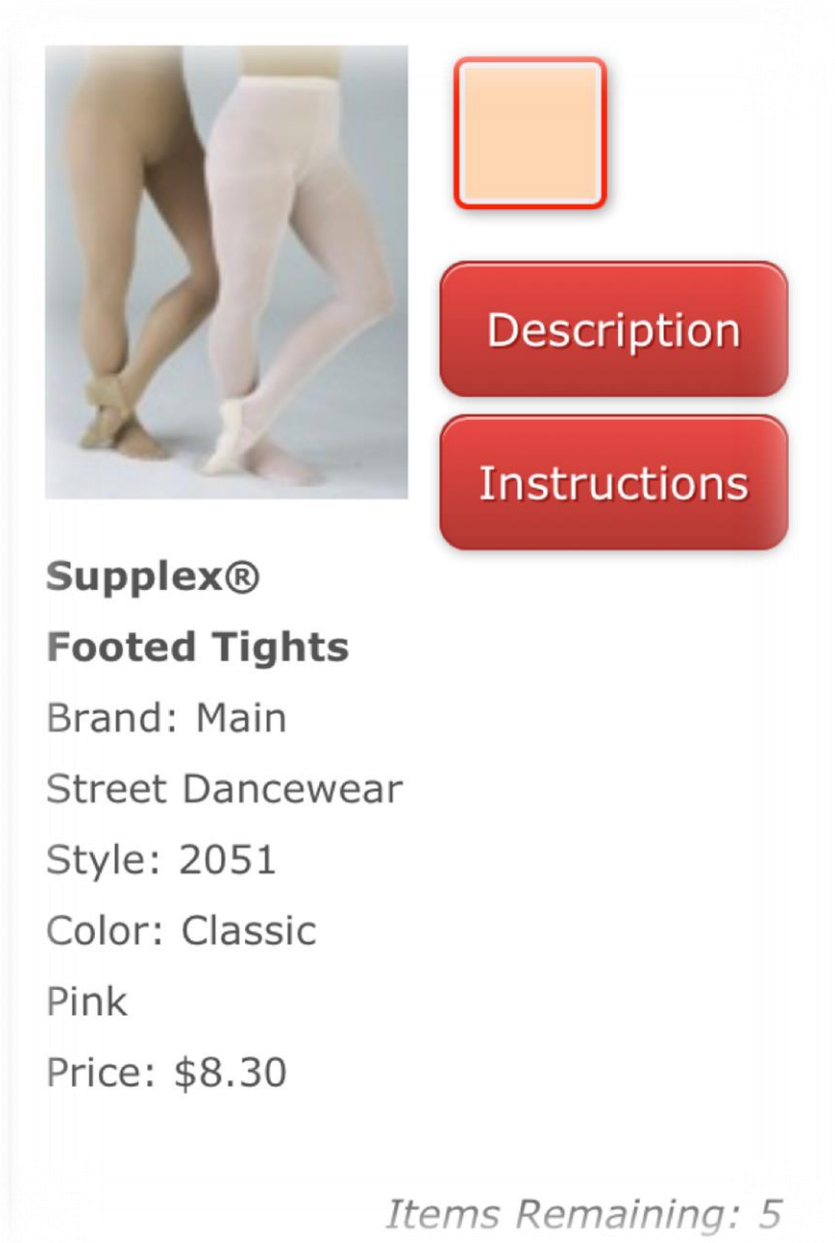


Figure 4 - CostumeManager.com mobile interface product view sample

The list can also be accessed via desktop computer or even by calling a toll free number to place an order via phone. CostumeManager.com bundles each dancers products, labels them with an informative bag label and ships them to their studio where studio staff simply hands the bag to the dancer and goes

about their business. The studio's markup (commission) is paid to the studio monthly.

The poster is, for all intents and purposes, a free virtual boutique containing anything the studio wants. It's like a vending machine that doesn't take up any space and never needs to be re-stocked. It's a free virtual store right there on your lobby wall. "Within 10 minutes, a studio owner can create interactive, money-making posters of their dress code product requirements, stick them to the wall and go back to teaching. There's nothing else like this in any industry anywhere in the world," Henderson said.

"It's absolutely incredible to realize that we are offering our dancers over 100 products with over 3,000 possible sizes and colors and we're taking up literally zero square feet of our studio, using zero labor cost, we have zero inventory and zero risk of losing money. In order to do this in a traditional retail environment, we would need 2,000 square feet and about \$40,000 tied up in inventory, along with a manager and retail clerk at a cost of \$40k+ per year. There would be absolutely no way to profit in that scenario and this setup is absolutely free to me...I've never paid a dime to anyone," explained Tiffany's Dance Academy Co-Owner, Tiffany Henderson.

Madeline Dutra is a dancer at TDA of Livermore. Her mom, Suzanne, spends hours in the studio each week waiting for "Maddie" to finish class. Suzanne says "It's just a no brainer. It's convenient, easy to use, and the prices are lower than retail. I shop every now and then when Maddie needs new tights or grows out of her shoes. It takes a couple minutes and, within days, the products are delivered right to Maddie's classroom at the studio."

To sign-up for a free account or for more information, visit [www.CostumeManager.com/vb](http://www.CostumeManager.com/vb) or call (877) 632-6234 option 2.

*About the Company: [CostumeManager.com](http://CostumeManager.com) was started in 2008 and has partnered with most of the major costume and dancewear suppliers in the United States to provide an easily searchable website, containing all of their products. CostumeManager.com is the world's most unique and largest dance supply service with dozens of partners and over 60,000 dance products such as; shoes, tights, leotards, costumes and accessories. These products are "assigned" to dance classes by dance teachers and studio owners, enabling them to spend more time in the classroom doing what they love and less time on administrative tasks.*

*Paul Henderson has been around the dance industry for almost thirty years. His sisters were elite state champion gymnasts and dancers and his mother owned a dance studio and eventually a dancewear store. He managed the dancewear store for a few years before moving to the San Francisco Bay Area. He and his wife, Tiffany, currently own and operate six successful dance studios in Northern California and one in Southern California. Their annual enrollment of over 3000 students has forced Paul to automate most of the day-to-day business transactions that take up so much of a studio owner/instructor's time. Paul's goal has always been to smooth out the business side of the dance studios so that his wife, Tiffany can spend more time in the studio doing what she loves: teaching. Automating online registration and monthly automatic tuition payments was achieved 7 or 8 years ago but perhaps the most revolutionary invention is his web-based application - [CostumeManager.com](http://CostumeManager.com)*

Virtual Dance Boutique™ by [CostumeManager.com](http://CostumeManager.com)  
[www.CostumeManager.com/vb](http://www.CostumeManager.com/vb)