







Freed of London is the world's leading designer and manufacturer of professional dance shoes.

Our extensive history dates back to 1929, when the lone artesian, Frederick Freed, started to handcraft and customise pointe shoes for professional dancers in the heart of London's theatre land. Nowadays, nearly 250,000 pairs of Classic Pointe Shoes are manufactured in the traditional 'turn-shoe' method by Freed of London every single year, each and every one painstakingly hand crafted by a highly skilled maker. Thereby, two thirds of all Classic Pointe Shoes are made to Dancer's individual specifications which require accuracy to within 3 mm.

In 1996 Freed of London developed and launched the Studios pointe shoe range. This heralded a new era in pointe shoe production for Freed of London with the marriage of the latest manufacturing technology together with the history and experience of our founder. The unique making technique of the Studios pointe shoes ensures consistency and uniformity with every pair of shoes, while still encompassing the world famous key features our pointe shoes are known for.

It is the combination of skill, expertise and dedication to the customer that gives the Freed pointe shoe its world renowned reputation of excellence.





Classic Demi

Insole: None

The perfect transition from soft ballet shoes to Pointe Shoes Code: SSBD Sizes: UK | to 8 | /2 including half sizes Widths: Medium (no X stamp), X. XX and XXX

Classic Light

A lightweight shoe for the young dancer's first steps of pointe work Code: STI/BT Sizes Available: UK I to 7 including half sizes Widths: Medium (no X stamp). X. XX and XXX Insole: light flexible insole

Plassic

The legendary original Freed of London shoe and still the most popular Code: SBTD Sizes Available: UK I to 8 I/2 including half sizes Widths: Medium (no X stamp), X. XX and XXX Insole: Regular strength

Classic Plus

For the dancer who loves the Freed Classic shoe but wants a little bit more strength Code: SBTWB Sizes Available: UK I to 8 I/2 including half sizes Widths: Medium (no X stamp), X. XX and XXX Insole: Medium strong

CLASSIC POINTE **SHOES**











Classic Pro Classic Pro Light

Designed with todays young student dancer in mind Code: SBTCPL Sizes: UK I to 8 I/2 including half sizes Widths: Medium (no X stamp), X. XX and XXX Insole: Classic Pro Light



Meeting the needs of todays

intermediate dancer and

Code: Classic Pro SBTCP

Sizes: UK 3 to 8 1/2 including

Widths: Medium (no X stamp).

beyond

half sizes

X, XX and XXX

Insole: Classic Pro

Classic Pro Hard

For the intermediate dancer and beyond who requires more strength from her shoe Code: Classic Pro SBTCHP Sizes: UK 3 to 8 I/2 including half sizes Widths: Medium (no X stamp). X, XX and XXX Insole: Classic Pro Hard



Classic Pro 90

The perfect shoe for the dancer who requires a true right angled platform Code: SBTCP90 Sizes: UK 3 to 8 I/2 including half sizes Widths: Medium (no X stamp), X, XX and XXX Insole: Classic Pro



The perfect shoe for the dancer who requires a pointe shoe, with a hard insole and a true right angled platform Code: SBTCP90/H Sizes: UK 3 to 8 1/2 including Widths: Medium (no X stamp). X. XX and XXX

Insole: Classic Pro Hard

Studios Opera

The studios shoe for young pointe work beginners Code: XOPERA Sizes Available: UK I to 7 including half sizes Widths: C, D, E and EE Insole: Flexible

Studios

The internationally successful original Studios shoe Code: Standard XSTUS/S and Hard XSTUS/H Sizes Available: UK 2 to 8 including half sizes Widths: C, D, E and EE Insoles: Standard or Hard

STUDIOS











Studios II

a lighter option of Studios pointe shoe, with a wider platform Code: Standard XSTUP/S and Hard XSTUP/H Sizes Available: UK 2 to 8 including half sizes Widths: C, D, E and EE Insoles: Standard or Hard

For the dancers who requires

Studios Professional

An elegant and refined pointe shoe to meet the demands of experienced students Code: Round XSTUX/R and V XSTUX/V Sizes Available: UK 2 to 8 including half sizes Widths: C, D, E and EE Insole: Studio Pro

Studios Professional Hard

A strong, elegant and refined pointe shoe to meet the demands of experienced students
Code: Round XSTUX/R/H and V XSTUX/V/H
Sizes: UK 2 to 8 including half sizes
Widths: C, D, E and EE Insole: Studio Hard

Classic Special Order

Freed of London still passionately believe in our founders ethos of creating the perfect shoe to fit every dancers foot. Today we continue to develop and evolve Mr Freed's original concept.

Our Special Order Pointe Shoes are the jewel in our crown. They are hand lasted by our highly trained shoe makers here in the UK. The wide range of different options and combinations mean that the Freed Special Order Pointe Shoe can become whatever the dancer needs. It is the perfect tool designed specifically to enhance and enable the dancer's performance.

As a special order it is possible to request any combination fabric, colour, maker, length, width, block, platform, vamp, side and heel, insole and drawstrings. Please find more information on www.freed-pointeshoes.com and contact our sales team for advice regarding special order pointe shoes.



Attaching the Ribbons

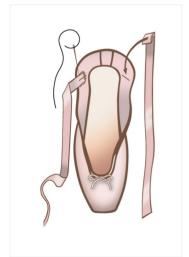
It is essential to make sure that your ribbons are correctly sewn and positioned. This will ensure that the pointe shoe is held securely against the foot while dancing.



I. Fold the satin at the heel of shoe forward hard against the insole.



2. With a pencil make a mark on the lining along the folds of both sides of the upper.



3. Unfold the upper and lay the ribbon over the pencil line, so that it is in the middle of the ribbon, following the forward facing diagonal angle of the pencil line.



4. Stitch in a rectangle that reaches at least 2 1/2 -3cm down. Sew only through the lining of the upper, finish the top line of stitching just under the binding.

Elastic

Many dancers like to use elastic, as well as ribbon on their shoes to give extra security when dancing. Webbed, mesh style elastic should be used to ensure that it does not roll or cut in to the foot. To be fully effective elastic should be positioned just behind the ribbon, following the same angle. It should be sewn on to each side of the upper, through the lining only, creating a loop across the instep.



Top Pads

Toe Pads can be worn to cover the toes and give more comfort. It is important that the toe pad follows the shape as the toes, but is also a close fit. It should not be necessary to alter the size of the shoe to accommodate the pad. The cushioned area needs to be across the top of the toes. The underneath must be thin enough to allow the metatarsal to have contact with the inner sole of the pointe shoe.

Pointe Shoe Care

To maximise the life span of your pointe shoes after wear remove your toes pads, and put them somewhere to air and dry out. Do not store in polythene bags. It also helps to fill the block area of the shoe with thin paper. This encourages the block to maintain its original shape. The outside tip (platform) of the shoes should be protected by using suede toe caps or darning. This reduces the wear and improves grip.