

PrettyBallerinas & Olivia Palermo

Pretty Ballerinas was an instant success when it was launched online in 2005 to highlight the **Mascaró** family's almost ninety year history of making ballerinas, opening its first boutique in London's most prestigious area, Mayfair, two years later.

The same year **Olivia Palermo** appeared on the cover of New York magazine as the IT girl of the moment in the Big Apple. From that day she became an inspiration for Pretty Ballerinas, our Audrey Helpburn reborn in the modern era, representing all of the qualities that the brand holds most dear.

Launched online to reach the final consumer directly, it was conquering Europe and preparing to cross the Atlantic to launch in the United States.

The famous photograph of Olivia Palermo wearing a camouflage loafer from Pretty Ballerinas while she talked on the phone walking along a New York street was the confluence of two stories that were destined to converge. After she was photographed many more times wearing Pretty Ballerinas and the excitement it generated in the wearers of the famous pink lined shoes, it seemed like destiny that Olivia Palermo would eventually be the image for the **Summer 2018 Collection**.



As Olivia Palermo gained in importance as a style icon, appearing on the cover of international fashion magazines such as **Vogue**, **Elle**, **Glamour** and **Harper's Bazaar**, Pretty Ballerinas was becoming a reference point as a young brand based on traditional craftsmanship values.

2018 is also the **100th anniversary of the Mascaró** family starting to make ballet slippers by hand in the same village where they are designed and made to this day, often by grandchildren of the original workers.