

**WHO WE ARE:**

Dance Retailer News is back! The dance retail market is thriving once again, and Dance Retailer News is here to cover it from both a dance and small business perspective. This bi-weekly newsletter reaches the dance retailers throughout the country who are selling the latest dancewear and shoe styles on the front line. We're bringing you fresh insights, trends, and updates that we hope will be helpful and inspiring as you navigate your dance retail industry.



**Emily May**  
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**DANCE RETAILER NEWS DIGITAL STATS:**

**GLOBAL**

 **3,300**  
Email subscribers

**77%** identify as **Dance Retailer Store Owners**

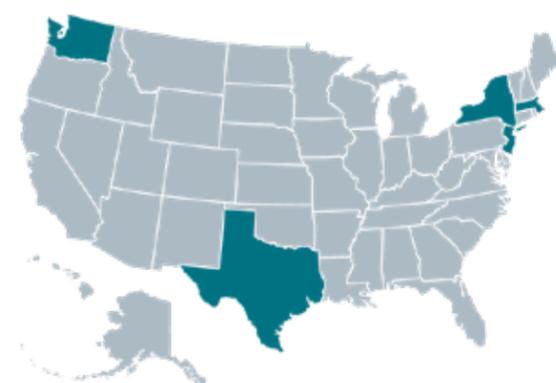
**16%** identify as **Vendors or Distributors of Dancewear**



**13%** identify as **Manufacturers of Dancewear**



**Top countries:**  
United States, Canada, United Kingdom



**Top US states:**  
MA, NJ, NY, TX, WA



**3.5K**  
Followers



**1.2K**  
Followers



**885**  
Followers

**dance retailer news**

**Dancewear in 2025: Key Trends and Tips**

Dance Retailer News spoke with several dancewear manufacturers to uncover 2025's emerging trends and how you can leverage them for success.

[Read More](#)

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**5 Resolutions Retailers are Making for the New Year**

New Year's resolutions aren't just for our personal lives; they can also guide our professional goals. In this article, retailers across the country share the ways they want to improve or even expand their businesses in 2025.

[Read More](#)

**Should Your Dance Store Be Raising Its Prices?**

It's tempting to try to entice customers with discounts. But here's the thing: Your pricing strategies will have a long-term impact on your store's revenue and profitability. Strategic increases could boost your sustainability as a business.

[Read More](#)

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**dancemedia events CALENDAR**

Market your upcoming **auditions, performances, classes, workshops,** and more through our events calendar.

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**DANCE**  **Reputable**

Be a part of **DANCE MEDIA'S** success story

- Start a part of Dance Media for as little as \$15K
- 400+ locations from all across the country
- From aspiring students to seasoned professionals
- Connecting performers and owners

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**How to Make the Most of Next Year's Trade Shows**

With trade show season kicking off and the inaugural Mode Market in Atlanta, GA, approaching, Dance Retailer News is here to help you prepare for a successful trip—ensuring you gain valuable knowledge and secure the best inventory for your business.

[Read More](#)

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**MODE MARKET**

MARKET | WORKSHOPS | PANELS  
FASHION SHOW | NETWORKING

[LEARN MORE](#)

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**What to Do When Customers Get Mad**

Emotions can run high during the holiday season, especially in retail. From frustrated dance moms to busy professionals, learn how to prepare for and manage these situations with confidence.

[Read More](#)

**How to Repurpose Stock That Just Isn't Selling**

As the holiday season wraps up, it's essential to clear out seasonal stock. Discover creative ways to repurpose unsold items, from discounts to collaborations, ensuring minimal waste and maximum profit.

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