



ES0170 – B MORPH ELITE RANGE

POINTE SHOE

TARGET MARKET:
PROFESSIONAL/SERIOUS STUDENT

AVAILABLE IN SIZES:
2 - 8

WIDTHS:
X, XX, XXX

COLOURS:
PINK



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INTRODUCING THE REVOLUTIONARY POINTE SHOE, THE B MORPH!

DEVELOPED BY BLOCH IN CONJUNCTION WITH ELITE DANCERS FROM AROUND THE WORLD. THE B MORPH IS THE FASTEST POINTE SHOE IN THE WORLD TO BE BROKEN IN. THE B MORPH IS MOULDED TO PERFECTION BY THE INDIVIDUAL DANCER BY APPLYING DIRECT HEAT FROM A HAIR DRYER TO THE PARTS OF THE SHOE THAT THE DANCER WANTS TO ADJUST.

THE SPECIAL D PASTE BECOMES PLIABLE ONCE HEATED, ALLOWING THE DANCER TO WORK THE SHOES TO THEIR LIKING BY BENDING WITH THEIR HANDS OR WALKING GENTLY AROUND THE STUDIO.

ONCE SATISFIED THE DANCER SIMPLY PLACES THE MOULDED SHOES INTO THEIR FRIDGE OVER NIGHT AND THE PASTE WILL SET HARD LIKE A NEW PAIR OF SHOES, READY FOR USE, TAILORED TO THE INDIVIDUAL DANCER'S NEEDS. THE SHOES CAN ALSO BE PLACED IN THE FRIDGE AFTER ANY HEAVY SESSIONS SO THAT THEY RETURN TO AS NEW CONDITION, PROLONGING THE LIFE OF THE SHOES.

GONE ARE THE DAYS OF HAVING TO GO THROUGH THE PAIN OF WEARING YOUR HARD NEW SHOES FOR DAYS ON END UNTIL THEY EVENTUALLY SOFTEN TO THE DANCERS LIKING. THE NEW B MORPH WILL BE PERFECTLY SUITED TO EACH INDIVIDUAL DANCERS LIKING WITHIN ONE DAY.

THE BMORPH ALSO COMES WITH A NEW PLASTIC INSOLE THAT IS VIRTUALLY UNBREAKABLE, WHICH PROVIDES ADDITIONAL SUPPORT FOR THE DANCER.

SIMPLY...

- 1 APPLY DIRECT HEAT FROM HAIR DRYER TO PORTIONS OF SHOES DANCERS WANTS TO ALTER (AVOID PLATFORM OF THE SHOE)
- 2 MOULD BOX TO FIT BY USING HANDS OR GENTLY WALKING AROUND THE ROOM
- 3 PLACE MOULDED POINTE SHOES INTO A COLD FRIDGE OVER NIGHT
- 4 REMOVE FROM FRIDGE MOULDED POINTE SHOES READY FOR WEAR!
- 5 AFTER A HARD, HEAVY SESSION TO REVITALISE THE SHOES, GIVE THEM ANOTHER NIGHT IN THE FRIDGE

BREAK IN INSTRUCTIONS FOR POINTE SHOES

TO GET THE BEST OUT OF A BLOCH POINTE SHOE, PLEASE ADHERE TO THE BELOW TECHNIQUES FOR "BREAKING IN" THE SHOE. TECHNIQUE A AND TECHNIQUE B ARE VERY SIMILAR; THEY DIFFER DUE TO TWO DIFFERENT PASTE TYPES AND TWO DIFFERENT CONSTRUCTION TECHNIQUES.

BREAK IN TECHNIQUE A

A LITTLE EXTRA TIME NEEDS TO BE TAKEN TO BREAK IN THESE SHOE TYPES. THEY ARE MADE WITH A HARDER PASTE THAN TECHNIQUE B AND ARE THEREFORE SUSCEPTIBLE TO "SNAPPING" IF TREATED ROUGHLY AT FIRST. ONCE BROKEN CORRECTLY THEY HAVE A LONG LIFE SPAN.

DOING BARRE IS THE BEST WAY TO BREAK IN A POINTE SHOE. WE UNDERSTAND HOWEVER THAT YOU CAN'T STAND AT THE BARRE WITH A NEW PAIR OF POINTE SHOES AND EXPECT TO DO A TENDU, SO THE SHOE NEEDS TO BE PREPARED FOR BARRE BY GENTLY SOFTENING THE SHANK AND BOX BY HAND. CONCENTRATE ON THE DEMI-POINTE AREA OF THE SHANK BEING CAREFUL NOT TO CRUSH THE BOX. THEN WORK YOUR WAY UP TO THE HEEL GENTLY MASSAGING THE SHANK UNTIL IT IS AT A POINT WHERE TENDU AND RELEVÉ TO DEMI-POINTE IS COMFORTABLE. SOFTENING THE BOX IS NOT ALWAYS NECESSARY AND IS LEFT UP TO THE INDIVIDUAL. IF SOFTENING IS NECESSARY THEN CONCENTRATE ON GENTLY SOFTENING THE SIDES OF THE BOX. LOTS OF DANCERS STAND ON THE TOP OF THE BOX IN ORDER TO SOFTEN AND WIDEN IT. WE ADVISE THAT STANDING ON THE BOX OR SQUASHING THE BOX CAN PERMANENTLY DAMAGE THE SHOE, SO PLEASE DO SO AT YOUR OWN RISK. IF YOU MUST STAND ON THE BOX, YOU NEED TO CONCENTRATE THE PRESSURE ON EITHER SIDE OF THE BOX CENTRE. THIS IS IMPORTANT BECAUSE THE TOP CENTRE OF THE BOX IS THE WEAKEST POINT AND PRONE TO THE MOST DAMAGE IF STOOD ON. ONCE THE SHOES ARE READY FOR BARRE, 1 TO 2 HOURS BARRE WILL BE A SUFFICIENT TIME TO SHAPE THEM TO YOUR FOOT. AT THIS POINT THE SHOES WILL BE EVENLY SOFTENED WITH NO WEAK POINTS RESULTED FROM INCORRECT BREAKING TECHNIQUE.

BREAK IN TECHNIQUE B

THESE SHOES ARE MADE FROM A PASTE THAT IS DESIGNED TO SOFTEN WHEN MOISTURE IS APPLIED. THE TECHNIQUE HERE IS SIMPLE TO UNDERSTAND. FOLLOW BREAK IN TECHNIQUE A. AFTER 1 TO 2 HOURS BARRE THE SHOE WILL BECOME MOIST AND SHAPE ITSELF TO THE DANCERS FOOT. ONCE THE SHOE DRIES IT WILL HAVE SET IN THE SHAPE OF THE DANCERS FOOT. AT THIS POINT IT IS POSSIBLE TO APPLY SHELLAC TO THE INSIDE OF THE BLOCK AND SHANK. THIS WILL NOT ONLY HARDEN THE SHOE IN ITS CURRENT SHAPE, BUT ALSO STOP ANY MORE MOISTURE ENTERING THE SHOE (SEE SHELLAC SECTION IN FAQ). SO WE ARE LEFT WITH A STRONG SHOE, MOLDED IN THE SHAPE OF THE INDIVIDUAL DANCERS FOOT ON THE INSIDE, WHILST LEAVING A QUIET EXTERIOR.