

# Shine on

Long after the curtain falls, your moment in the spotlight shines on.



Do you ever think about not doing your best?

In a fast-forward, instant gratification and super-charged world, everyone has that thought from time to time. But what remains true is that to be great, "good enough" is never an option.

That's how we feel about our designs. Being the best, being an innovator is not easy, and it just doesn't work to take the easy way out. Because we're often imitated, but never duplicated, we work twice as hard to come up with designs that do more than just look good. We create designs that feel fantastic – designs that light up the stage.

It's all worth it when you, our customers, experience the Kellé difference. The special feeling of unmistakable quality, the care, the exceptional fit, the heart and soul that goes into every single design. Our job isn't done until our costumes are dancing, soaring, and strutting across the stage with you. That moment, when there's nothing but your energy, the lights, the music, our costumes and your hopes and dreams, is what inspires our passion – every year, with every costume, for every dance.

As we continue to grow as a company, to face the pressures of a "quick fix" and "have it done yesterday" world, we will always stand by one promise: You will never get a "good enough" design from Kellé. Because when the music starts, we want the exact same thing that you do: to be a part of something great.

Enjoy!

Debbie Simmons  
President