



About Briora® Ballroom Dance Studio

Company Profile

Briora Ballroom Dance Studio offers dance instruction, fitness classes, and special events in Redmond, WA. Briora's elegant, state-of-the-art facility, constructed in 2012, is the largest ballroom dance studio on the Eastside (6500+ square feet), and the studio's teachers are certified, highly-trained professional dancers. Dance instruction is tailored to each client's individual goals and interests and there are many opportunities to have fun dancing at classes, parties, and special events. Briora Ballroom is also available for rental for weddings, parties, and other special events.

Services Offered

- Ballroom and Latin dance instruction for all ages and levels, from social to competitive dancers
- Wedding dance instruction
- Dance-based fitness classes
- Dance parties and events
- Professional ballroom dance shows
- Rental of our beautiful studio for receptions and special events
- Retail shop and custom ballgown design

History

Established in 2012

Briora Ballroom Dance Studio was founded by professional dancer Jessica McMorrow with the help of her father, entrepreneur Gerald McMorrow, and her professional dance partner, Slava Stefanov.

Mission

Briora's mission is to inspire and encourage our students and staff by creating a joyful community that fosters fun, togetherness, and personal growth through dancing.

Meaning of "Briora"

The name Briora is inspired by the Italian word "brio", meaning vigor, vivacity, energy, and enthusiasm. We believe it encapsulates the joy of ballroom dancing.

Business Type

Private Corporation

Key People

Jessica McMorrow, CEO, Founder and Dance Instructor

Slava Stefanov, Choreographer and Senior Dance Instructor

Gerald McMorrow, Board Member

Corporate Headquarters

2260 152nd Ave NE, Suite 100
Redmond, WA 98052