



One Body One Life

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V Club launches in Australia

The team behind Asia's extremely successful fitness centre chain *California Fitness*, have launched their first Australian Club in Sydney.

V Club opened its doors earlier this month in Druiitt Street, in the heart for Sydney's CBD. Encompassing four spacious, architecturally designed floors that create unique zones so the 'look and feel' reflects your mood. The zones separate the practices of Yoga, Real Pilates, Spin, Weights, Cardio and other choreographed classes and are individual in music, lighting, smell and colour – red, the 'Good Fortune' colour, is a common theme throughout.

V Club Chief Executive Officer, Selena Short, says V Club is set to revolutionise the fitness and yoga industry in Australia: "V Club is more than just a gym, it's a lifestyle for healthy, 21st Century living. This is a unique holistic concept that provides balance by uniting yoga, group exercise and resistance training – joining both the body and soul with the widest variety of mind, body programs under the one roof," says Short.

"We're delighted to be introducing Australia to this groundbreaking new concept, which we believe serves as a prototype for the fitness and yoga centre of the future. V Club is your club; it's a lifestyle and quite simply whatever our members want it to be."

Based in Asia over the last 10 years, the V team bring a wealth of knowledge back to Australia and have a dream to be the best referral business in the world, which means creating a place where people enjoy so much that they can't wait to share.

Members to V can also enjoy the V lifestyle globally as Reciprocal Rights Benefits are gained through the parent club *California Fitness*, who currently operate nine Clubs in Thailand and three in Hong Kong. Also, through their IHRSA membership, members can enjoy guest privileges in over 3,000 clubs in more than 50 countries worldwide, making a V club membership a ticket to global fitness.

"When we came to Australia, our extensive research showed that people were looking for a fitness offering whose simple membership agreements had no hidden clauses and benefits a wide variety of classes with the best instructors and latest equipment all under one roof.

"We aim to provide an escape within a space where East meets West – a concept which is very much reflected in the design of V, from the specially created individual floors where you can still your mind in one of the yoga zones or accelerate your heart in the cardio zone. We have something for everyone," says Short.

V plan to open at least 15 Clubs over the next eight years: three of which will be located in the Sydney CBD area, one club in the Eastern Suburbs, one club in North Sydney and one club in the Capital of each state. The first flagship V Club opened its doors at 48 Druiitt St, Sydney. Call 02 8808 8888 or visit www.vclub.com.au for more details.

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