

# Studio Pilates Crows Nest gets off to a record breaking start!

Latest Studio Pilates to open in Sydney hits highest attendance figures of any studio globally

In only the second week of operation, Studio Pilates Crows Nest is already setting new company records. The studio in Crows Nest, North Sydney, Australia, has achieved the highest attendance figures of any studio globally, and looks likely to easily eclipse 700 visits in only its second week of operation.

Studio Owner Lynn Kraus is over the moon with the enthusiastic welcome she has received from the local community. We grabbed five minutes with Lynn to get her reaction to the launch:

"It's just so amazing, far better than I could even have hoped!" she said. "Classes have proved so popular that they're all fully booked out with 8-9 people on the waitlist. I'm having to squeeze extra class times in wherever I can so that I don't disappoint anyone!"

While she is clearly delighted with the studio's stellar performance, Lynn is no stranger to success. As a qualified accountant she has had over 25 years experience in global professional services firm EY, and was previously responsible for leading the firm's Advisory practice across Oceania. We asked Lynn what had prompted her to make the big move to business ownership?

"Having been an advisor to clients both big and small, I decided it was time to put my hand to the wheel. It has been such a rewarding experience on a personal level to see the result of your hard work."

The boutique health and fitness sector is a far cry from professional services, so what drew her to a Studio Pilates Franchise?

"One year ago to the date of my opening I entered a Studio Pilates location in Sydney. I knew instantly I wanted to explore the opportunity. I was on a three month sabbatical and think I went to the studio almost every day over that period. I loved the look and the feel of the studio and most importantly the consistency that comes through the use of technology. Studio Pilates leverages the tried and tested Pilates techniques in a contemporary format that is truly unique. I just had to be a part of the growth story in New South Wales."

The Studio Pilates at Crows Nest may have just launched, but no doubt Lynn won't be resting on her laurels. What next steps is she already planning on her transformative journey and what are her hopes for the future?

I am so excited for where we are at two weeks into our opening. The whole team is focussed on customer care and ensuring we give every client an amazing experience. I have plans for a second studio nearby but also don't want to get ahead of myself as I am very much focussed on consolidating the learnings from this experience, building an amazing team and most importantly building trust with the local community. Watch this space in 2021!"

The latest openings are part of a continued pattern of growth for Studio Pilates, an Australian success story, which has a strong base in Australia, New Zealand, China and now America. There are more studios in the pipeline for key strategic locations across the globe, with the United States central to the brand's ambitions.

Studio Pilates International was established in 2002 by Winter and his wife Tanya. The entrepreneurial duo has impressive experience and knowledge behind them - Jade as a former Olympic swimmer, personal trainer and Pilates instructor, and Tanya as a physiotherapist and instructor, turned international Pilates educator. Their credentials place them squarely at the forefront of the Pilates industry.

The Studio Pilates model features intense 40-minute reformer Pilates workouts designed by a team of physiotherapists and exercise scientists. Classes are delivered on multiple digital screens across the workout space, allowing instructors to focus on each client's technique, and motivating them to get the most out of every move.

"Our unique combination of technology and personalised instruction delivers a truly customised service, and we are thrilled to finally bring this to the

US," says Winter.

Studio Pilates International currently has over 80 studios open or at pre opening stages, across Australia, New Zealand, China and now the US.

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#### About Studio Pilates International

Studio Pilates International offers unique high intensity, low impact reformer Pilates workouts designed by a team of physiotherapists and exercise scientists. Classes are delivered on multiple digital screens across the workout space, allowing instructors to focus on each client's technique, to deliver a truly customised service. The brand attracts a passionate following which can be attributed to its unique combination of innovative class delivery, luxe studio space and total body changing results.

web: [www.studiopilates.com](http://www.studiopilates.com)

Instagram: [studio\\_pilates](https://www.instagram.com/studio_pilates)

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