



PRESS RELEASE

JOHN REED opens its first Fitness Music Club in France

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16th February 2022: Berlin's famous and finest fitness expert JOHN REED is opening its first French club in the So Ouest shopping centre in Levallois-Perret, just on the outskirts of Paris.

Defining themselves as Fitness Music Clubs, JOHN REED offers an immersive experience where innovative workouts, exceptional design and inspirational music redefine fitness. Each club is designed as a unique universe that fascinates and inspires, blending cultures and styles with an urban feel. JOHN REED radio and regular DJ sets help create this unique workout atmosphere. The mix of fitness, lifestyle, music and design creates the unique JOHN REED Feeling.

Located in the So Ouest shopping centre in Levallois-Perret, the first JOHN REED Music Fitness Club in France is a luxurious club of nearly 37,000 square feet dedicated to fitness, while offering a 5,500 square feet wellness area with two saunas, two jacuzzies and a large swimming pool.

JOHN REED So Ouest features a stunning and dynamic fitness experience, with large training areas, state-of-the-art equipment, and a wide range of sports activities. Members can work out with qualified coaches in group classes including Spinning, HIIT, Body Shaping, Yoga, Pilates, or Barre. There are also a variety of Les Mills group classes to



choose from, such as BODYATTACK, GRIT Strength or RPM and many more. This allows members to choose from a total of around 50 unique live and group workouts exactly what they feel like training for. Coaches are always on hand to motivate and guide members using new machines or the implementation of a new routine. The daily group workouts are complemented by a comprehensive range of personal coaching services.

Design & Art

The So Ouest location is designed in an avant-garde street art style. All spaces are uniquely created in a sophisticated style, featuring art by emerging and local contemporary artists. Members are invited to enjoy a variety of art pieces, such as the calligraphy of Stéphane Lopes, the giant mural by the artist YAT in the DJ booth, the Art Deco wall by the artist Madame in the Cardio area or the Mexican ambience created by the artist Ju Mu in the Wellness area.

The entrance follows the theme of a speakeasy, with no hint of it being a classic fitness club once one enters it. Designed by Señor Schnu, it features a store of maneki-nekos, the club's emblem, with a collection of lucky cats that is unique worldwide. A good luck charm in Japan, the maneki-nekos of the So Ouest club are an invitation to find luck in the practice of fitness and to find shelter, according to the myth, in the temple of fitness.

The music

JOHN REED considers music to be a motivating and unifying force in all its clubs. JOHN REED Fitness Music Club So Ouest has a nightclub atmosphere that energises members while they work out. Twice a week, famous local and international performers ensure an optimal sound. At the same time, the JOHN REED radio guarantees the perfect vibe at any time of the day.

The spaces

The So Ouest club boasts a spacious layout and provides its members with several different areas for a comprehensive workout and optimal relaxation. Personalised and decorated by local and international street artists such as ZoulliArt, RON MILLER, Dr.Molrok, Ju Mu or Madame, the cardio, free weight, yoga, functional and strength areas feature a unique atmosphere and state-of-the-art equipment. For post-workout recovery, the Mexican-influenced wellness area offers a large swimming pool, two mixed hammams, a women's sauna, a mixed sauna, and showers. And in order to make life easier for its members, the club also offers a kids club where children are supervised while their parents train.



About JOHN REED Fitness:

Life's too short for boring gyms. Part of RSG Group, with locations from Istanbul and Los Angeles to Berlin and London – and now Paris – JOHN REED Fitness has been harnessing the power of sound and design to motivate and move people across the world since 2016. Not just an ordinary gym, JOHN REED is an immersive international fitness club featuring unexpected design elements, music programming with live DJs, and top-of-the-line equipment.

Walk into any of JOHN REED's now 41 worldwide locations and be ready to be inspired by eclectic interior design influenced by local artists, cultures, and the city's urban metropolis. Members have access to studio workouts as well as a multitude of spaces: free weights, cardio, barre, Pilates, yoga, and a variety of amenities.