



## **PSYCLE LONDON TO LAUNCH BARRE, HIIT AND YOGA CLASSES AT THEIR NEW SITE IN SHOREDITCH**

**WHITBY STREET, SHOREDITCH, LONDON – JUNE 2017**

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In June 2017 Psycle London, London's leading indoor cycling and wellbeing concept, will open its third studio since the brand's inception in 2014. The new site comes with exciting developments to Psycle's core studio offering.

Located on Whitby Street in Shoreditch, the 4500 Sq ft space will be home to a 44-bike spin studio and will launch a set of new concept classes, including a signature barre method, HIIT class and yoga sequence. The new studio classes are an evolution from the brand's iconic ride class which has swept London by storm and builds upon their 360-degree approach to health & fitness.

The team at Psycle believe that to be truly healthy you must cultivate a balance between cardiovascular fitness, strength and flexibility, which is why they've created the new concept classes covering multiple disciplines of fitness. The new classes are fun, inspiring and effective, helping you to push boundaries, free your mind and connect with others in an ever-growing community. With over 120 classes between their two studios, Psycle currently sees over 6000 riders each week.

Psycle's CEO, Rhian Stephenson - who also developed the brand's new studio offerings - has in-depth knowledge of what it means to live a truly balanced life from fitness to nutrition. She says:

*"Psycle's goal has always been to inspire people to lead vibrant, happy and energetic lives. Our ride program is about so much more than the workout - it's about feeling good, challenging yourself, connecting with a community, and living with energy and passion. The launch of Inspire and our Energy Kitchen helped us promote our 360-degree approach to health, so it was only a matter of time until we completed the circle and launched new classes that complement our offering. We believe that to be truly healthy, you must cultivate balance. We need not only cardiovascular fitness, but strength, flexibility and emotional wellbeing, so we are incredibly excited to open a studio that encompasses these elements of fitness and wellbeing."*

## THE SHOREDITCH STUDIO OFFERING – BARRE, HIIT, YOGA & RIDE

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### BARRE

The Psyche signature barre method has been designed by a team of experts to build strength, flexibility, agility, speed, balance and mental focus - without losing the fun. The class gives you strong, lean muscles and superior core stability, taking you through all the planes of movement and getting deep into the belly of each major muscle group. The method is based on the barre and uses weighted balls and resistance bands and will take you through a series of challenging combinations that will keep you engaged and immersed in the burn whilst pulsing, tucking, dropping, squeezing and shaking to the beat of energizing playlists.

- *Signature and advanced classes are 50 minutes long*

### HIIT

Psyche's HIIT classes have been designed to deliver a powerful, high intensity interval workout that will leave every part of your body worked. Using a mixture of TRX, kettle-bells, dumbbells and bodyweight exercises, the classes are challenging, highly effective, and push your limits. This class is designed to give amazing metabolic benefits – be prepared to sweat!

- *Classes are 50 minutes long*
- *Weekly skills workshops and challenges will be offered to cater for all levels of fitness*

### YOGA

Psyche's signature yoga sequence, The Fix, has been specifically designed by a team of the best yoga teachers in London. It is a dynamic practice grounded in strength, stability, postural alignment and emotional connection which brings the Psyche ethos to the mat. Designed to get deep into your back body, open your hips, chest and hamstrings, and release stress from the body & mind, this flow is the perfect antidote to London life.

- *There are 4 variations of The Fix: Hips, Chest, Legs, and Core, each designed to deeply release, strengthen and balance their target area*
- *Classes are 60, 75 & 90 minutes long*

### RIDE

Psyche's signature ride classes are designed to deliver a fun, effective full-body workout - taking you through climbs, sprints, jogs and high intensity intervals to give you the most effective workout possible. The choreography and weights ensure you work your whole body, strengthen the core, build upper body strength and muscular tone - and have fun in the process. Riding in unison encourages the mind-body connection, a feeling of unity in the studio and allows you to work harder by tapping into a contagious group energy. The instructors will motivate and push you beyond your limits, to the best music out there. Playlist are handcrafted with the help of DJs and music industry experts, from hip hop, electronic, and house to rock and R&B.

- *Ride classes are 45, 60 & 90 minutes long*

## THE PSYCLE MASTER TEAM

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As Psycle has evolved, they have created a team of highly experienced individuals known as 'Psycle Master Trainers' who spearhead the development of their studio classes.

### **RHIAN STEPHENSON**

CEO and master behind the masters, Rhian is the Lead Instructor of the Psycle Academy, and has developed Psycle's new propositions and intense instructor training programs. Working collectively with a team of individuals who are knowledgeable in key fitness disciplines, Psycle's inspiring workouts have been specifically formulated to be the most fun, effective and challenging in London.

*Please see separate bio for more information.*

### **MARIE NAPIER – HEAD OF SPIN**

Marie Napier is a professional dancer, singer and actress and has been performing since she was three years old. Her interest in fitness and wellbeing started in her early twenties, leading her to qualify as a PT and develop a successful training business before joining the Psycle team. Marie has been a core member of the Psycle family since its start. She was the first Master Trainer, and has coached many of the instructors you know and love to where they are now. Marie is a lululemon ambassador and an inspiring young mother.

### **ROD BUCHANAN – HEAD OF BARRE**

Glasgow born Rod Buchanan fell in love with dance at the young age of four, which has a strong influence in his career in the fitness space today. Rod's career took off in New York, leading him to tour globally before making the transition into TV and film, where he predominantly danced for Kylie, Christina Aguilera and Mariah Carey. His passion for health and fitness led him to the world of Personal Training where he specializes in Barre as well as teaching ride classes at Psycle. With his technical expertise and infectious energy, he has been responsible for honing the bodies of Rita Ora, Millie Mackintosh and Jourdan Dunn.

### **MARIA ELEFThERIOU – HEAD OF BARRE**

After an illustrious fourteen-year career in the dance industry, Maria made a smooth transition to fitness five years ago. A personal trainer, nutrition practitioner and an expert reformer Pilates trainer, Maria specialises in barre and has trained celebrities such as Jennifer Lawrence. She focuses on precision and technique to deepen the mind-body connection and push people out of their comfort zone, delivering an addictive workout with exceptional results. Maria has been a Sweaty Betty Ambassador for three years.

### **GEMMA SOUL – HEAD OF YOGA**

Gemma Soul is a highly-experienced yoga teacher and has been with the company since its launch. She completed advanced training in yoga schools around the world and has specializes in Vinyasa. Her practice is physical, dynamic and intentional, giving students a chance to build strength, release stress and build emotional resilience. Gemma has studied Chakra therapy as well as anatomy and physiology and incorporates her understanding of these into her teaching. She is a creative and compassionate teacher who emphasizes alignment-based flows and integrating breath. Gemma is a Sweaty Betty Yoga Ambassador.

*Psytle Master Team continued:*

### **KEVIN MCGUIRE – HEAD OF HIIT**

At 7 Years old, Kevin began competing at gymnastics on a national level and by age 11 was performing on the West End, touring both internationally and in the UK. An experienced PT, nutritionist and gymnastics instructor, Kevin is one of Psytle’s lead instructors and has a powerful understanding of how the body works due to his extensive gymnastic career. Kevin is an expert in calisthenics and functional training, bringing a wealth of knowledge and creativity to the program. Kevin is a lululemon ambassador.

### **BECKY DUFFY – HEAD OF HIIT**

Becky Duffy is a highly versatile fitness instructor with over nine years’ experience in the industry. She is a level 3 advanced personal trainer and Stott Pilates instructor. A master in Kettlebells, TRX training and postural alignment, Becky’s vast knowledge allows her to deliver highly effective, integrated training programs with exceptional results. With a passion for the physical but also emotional aspect of personal training, Becky’s individual and engaging approach has allowed her to help clients achieve their goals and build healthier and happier lifestyles. Becky is a Sweaty Betty Ambassador.

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### **PSYCLE LONDON ENERGY KITCHEN**

Psytle launched their Energy Kitchen smoothie bar in October 2015 and is now a staple in each site. The food we eat affects our mood, our energy and ultimately the quality of our lives, and the Energy Kitchen was created with this in mind. The menu has been designed by Naturopath & Nutritionist Rhian Stephenson and is packed with specialty superfoods and supplements that will enhance your health and fuel your day. Psytle has also partnered with some of the healthiest brands in London to bring you a range of cold pressed juices, fermented tonics and grab-and-go food.

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### **STUDIO SPACE**

Psytle has partnered with Brinkworth, a leading London-based design and architecture consultancy, to create the state of the art studio in the heart of Shoreditch. Brinkworth nurtures a unique approach to collaboration and the formation of fresh ideas and has worked with an extensive range of clients to create projects across various industry sectors with companies such as Dover Street Market, Rapha, and Selfridges.

## **NOTES TO EDITORS**

- Press Launch Save the Date TBC
- Psytle will be hosting a series of exclusive classes and events pre-launch, details to follow
- The Shoreditch Studio timetable will be open for bookings in May 2017
- There are currently two existing Psytle Studios in London – situated at 76 Mortimer Street W1 and at Crossrail Place, Canary Wharf E14
- Credits can be used to book into any class, allowing the community to cultivate a personalised approach to their fitness

## **PRESS INFORMATION**

For further information on Psytle London, the new Shoreditch studio opening and interview requests with Rhian Stephenson, please contact:

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