



PSYCLE LONDON ANNOUNCES A NEW SITE IN SHOREDITCH

WHITBY STREET, SHOREDITCH, LONDON – JUNE 2017

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. Situated on Whitby Street in Shoreditch, the 4500 sq ft space will be home to a 44-bike spin studio.

Psycle's CEO, Rhian Stephenson - who has an 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. 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 helps us on that journey."

PSYCLE LONDON ENERGY KITCHEN

Psycle 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. Psycle 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.

STUDIO SPACE

The new studio has been designed by Psycle's Head of Creative, John Duff, in partnership with Brinkworth, a leading London-based design and architecture consultancy. 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

PRESS INFORMATION

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

Ashley Denny, In-House PR – Ashley@psytlelondon.com
Saphia Haddouche, Inspire Editor – saphia@psytlelondon.com
Tommy Seres, Head of Marketing – tommy@psytlelondon.com
Olivia Wilson-Young, Hunter Grace – Olivia@huntergracelondon.com