

Buckhead goes Boutique

All it takes is a cruise down Peachtree Road to see there's a new kind of boutique in town.

Gone are the days when jumbo-sized fitness facilities reigned, offering up every kind of workout imaginable, with the crowds to match. The fitness industry (much like the rest of the world) is in the midst of a back-to-basics movement, and boutique-style gyms are popping up everywhere, placing emphasis on quality over quantity. What does it mean for you? A smaller-scale, more focused approach to exercise ... and never having to wait for a treadmill again.



PURE BARRE

3145 Peachtree Road NE
404.550.8542 or purebarre.com

Pure Barre devotees say they see and feel results after just 10 classes.

Early this fall, Pure Barre, a national franchise and the brainchild of dancer/choreographer Carrie Rezabek, opened its doors in Buckhead. The exercise method with a cultish following across the country was a welcome addition to the Atlanta fitness studio landscape, because it offers a completely unique approach. “I believe in the Pure Barre method not only as an owner but as a client,” Atlanta studio owner Sarah Moats says. “My first Pure Barre class was like nothing I had experienced; I had never felt the burning and shaking of maximal muscle fatigue and had so much fun doing it!” The Pure Barre technique utilizes (you guessed it) a ballet barre as the focal point of its total body workout, and every class is set to

current, upbeat tunes. Fans of the method say they see results after just 10 classes, since the workout directly targets key trouble spots for most women—the abs, hips, seat and arms—through small isometric movements and core work. Moats says this type of exercise promotes toning and lengthening of muscle rather than bulking, and the mental benefits are similar to those achieved through yoga or meditation. *New clients can try out unlimited classes all month for \$100. On Valentine’s Day, wear pink or red to Pure Barre and receive 15 percent off your in-studio purchase, or bring your loved one to the 4:15, 5:30 or 6:35 p.m. class on Feb. 14, and it’s just \$20 for the two of you.*



The environment at West Coast Workout is "modern urban Zen."

WEST COAST WORKOUT

107 W. Paces Ferry Road, Suite 100
404.467.0602 or westcoastworkout.com

Fitness guru Tammy Stokes' Buckhead studio is so brand-spankin'-new that, at press time, its West Paces doors had yet to open (it's expected to open early this month, after a slight delay because of January's snow and ice). Stokes says her philosophy is designed for "effectiveness, time-efficiency, safety, variety and the creation of a healthy physique." The gym's Sandy Springs location offers a sneak peek of what to expect at the new studio, with a wide array of West Coast Workout signature classes in a "modern urban Zen" environment.

The West Coast approach focuses on overall good health, as Stokes and her team educate clients on nutritional strategies, stress relief techniques and the power of a positive mindset in addition to impactful exercise.

Stokes' Red Carpet Events & Lifestyle package is just the thing for brides-to-be or anyone else with a major shoulder-baring event on the horizon. The four-week package includes meal planning, personal training, studio classes and more—a surefire way to get fit fast. *Pick up your copy of Tammy Stokes' new book, "Live Your Healthiest Life," a complete lifestyle guide, available at West Coast Workout studios and major bookstores. New clients will receive a 50 percent discount off their first visit to West Coast Workout.*

WITZLIB FITNESS STUDIO

2833 Peachtree Road
404.512.8191 or witzlibfitnessstudio.com

This month, Witzlib Fitness Studio will celebrate its first anniversary on Peachtree Road. The sleek Buckhead gym, opened last February by Lisa Witzlib, is the city's first to offer Group TRX Suspension Training—the bodyweight exercise that builds power, core strength, flexibility, balance and endurance (and is favored by the likes of Bob Harper from "The Biggest Loser" and New Orleans Saints quarterback Drew Brees). If TRX isn't your thing, there's also yoga, indoor cycling (on state-of-the-art Danish bikes), Bodypump and kettlebell classes, and more. Come spring, the steel garage door to the cycling studio opens to the elements, giving riders an even more exciting simulated ride. "I put a lot of value on the experience of training at Witzlib," Witzlib says. "We have a first-class facility, with state-of-the-art equipment and elite trainers who are also experienced athletes. The atmosphere is intimate, and the results speak for themselves." *Check out Witzlib's special offer for new clients, a four-day unlimited pass for \$35.*



Witzlib's cycling studio is filled with state-of-the-art stationary bikes from Denmark.

VALEO

3305 Peachtree Road NE
404.513.3334 or valeoclub.com

Valeo translates from Latin to mean "to be well, feel good," and Russian-born Asiya Khasnutdinova's vibrant dance studio lives up to its name. Valeo offers classes ranging from Yoga Fusion and Salsacise to Argentine tango and belly dance, and more modest dancers can opt for one-on-one sessions with a private instructor. "Our target market is an educated, successful, health-conscious audience that is just tired of treadmills and humdrum gym routines," Khasnutdinova says. "We focus on physical and social aspects at the same time in a friendly, family-like atmosphere." Seriously family-friendly—it's one of the few gyms in town offering kiddie Zumba, salsa and ballroom classes.

But dance isn't all they do at Valeo. Fifty-minute Nordic Walking classes offer a total-body workout that's great for correcting posture and reversing the effects of long days at the office, and for a serious mind-body treat, check out the studio's massage options. *This month, Valeo is offering 25 percent off its Unlimited Monthly package, and hosting "Speak the Language of Love in a Healthy Way," a dance lesson complete with post-class cocktails on Feb. 12 at 2 p.m. —By Lisa Horten*



Valeo offers dance classes like Yoga Fusion, Salsacise and Argentine tango.