

Stephen Price Launches PURIST PILATES at Jubilee Place this January 2009

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Wednesday, 10 December 2008

Stephen Price is London's ultimate A-list trainer - and now, for anyone seeking a sleeker, stronger body, there's another reason to head to his Stephen Price @ Jubilee Place Studio: Purist Pilates. Call it 'back-to-basics' Pilates: Jubilee Place will offer the system pioneered by Joseph Pilates himself - with the focus on dynamic flow, rhythm and absolute precision (for the very best body-shaping results).

Stephen's signature has always been that he hand-picks experts who are the best in their field, to develop his team and enhance the total wellness experience offered at his Studio. As London's No. 1 trainer, he's only interested in therapists who are themselves No. 1 in their field. So heading up the Purist Pilates Studio at Stephen Price @ Jubilee Place is Holly Murray, who trained in and out of New York for the last six years and has most recently headed up her own studio in Battersea (which features in many a Secret Address Book).

Holly believes that today, much of the Pilates training offered in studios is actually a watered-down version of the extraordinarily effective system that Joseph Pilates developed, which has lost touch with the absolute precision of true Pilates. (Hence the 'Purist'...) 'Over 90% of Pilates currently practised in the UK is "body control" rather than classical Pilates - and has an emphasis on core stability,' explains Holly, who through years of observation and experience has observed that by staying true to Joseph Pilates' initial regime, the best results can be achieved - and maintained. In fact, the style of training offered by Holly mirrors that offered in New York at the Joseph Pilates Studio, which remains in the Pilates family and is today headed up by his granddaughter...

Stephen Price is a longstanding devotee of Pilates as a cornerstone of his holistic, integrative approach to health and fitness. Female clients, in particular (who include Hollywood actresses, red carpet divas and Chelsea's yummiest mummies) seek out Pilates for its ability to create lean, taut muscles - with no risk of bulking those muscles up to ruin the lines of those skin-tight Seven jeans. As Stephen observes, 'My members are interested in the purest form of everything - from complementary therapies to personal training - and so it made sense to follow this path in our approach to Pilates.' Holly will offer Purist Pilates @ Jubilee Place as a one-on-one option or to small groups, ensuring that she is able to monitor everyone extremely closely.

And good news: for the very first time, the Stephen Price @ Jubilee Place Studio will be accessible to non-members, too - in response to pleas from would-be clients who are unable to sign up to the complete, top-to-toe bespoke fitness and wellbeing package enjoyed by many of Stephen's clients, which may incorporate nutritional advice and body therapies as well as highly-supervised personalised workout regimes.

While the private gym will remain exclusive to members, Stephen is expanding into a dedicated Pilates studio - where he is also offering a new 'gym in a box' concept from Technogym, who provide all the state-of-the-art equipment for his fitness studio. This 'gym in a box' is ergonomically designed to fold away when not in use, to create an airy space where Pilates can be enjoyed. In its purest - and so

- effective form, of course...

Purist Pilates at Stephen Price @ Jubilee Place Opens in January 2009

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