

Servicing Clients at Home, at Work, in the Studio and On Demand, Elements Fitness Raises the Barre for Fitness in the Hamptons This Summer

Addition of Classes and Launch of New Website, Along with E-Commerce and Streaming Platforms Enables Clients to Exercise More with Seamless 360 Experience

Easthampton, NY, May 18, 2017—As part of its ongoing commitment towards transforming bodies, changing lives and creating community through meaningful fitness and wellness experiences, **Elements Fitness Studio**, the high-end boutique fitness studio located in the heart of East Hampton, New York, is relaunching its brand, introducing a new consumer technology streaming platform, and adding more classes just in time for summer.

Beginning Memorial Day Weekend, it will be adding a new **Barre Stretch** class and modifying its **Express AF** classes in 25-minute sessions, along with continuing to offer its signature **Barre, Dance** and **SUP** classes.

Custom tailored to focus on strength building and recovery, Elements is excited to offer these high-impact classes at its studio located at 68 Newtown Lane in East Hampton in addition to private sessions in the convenience and comfort of clients' own homes in Manhattan and the Hamptons. They include:

AF SERIES

Sweat AF Express Class: 25 minutes of sweat, tone and stretch; **Toned AF Express:** fuses ultra-isometric exercises and intense interval training with the principals of ballet conditioning and Pilates core work based on Elements' signature toned formula; **Sexy AF Express:** a cardio dance class utilizing a high-energy, interval-based formula that includes a choreographed warm up, isometric floor work and core building exercises; **Sweaty AF Express:** this higher intensity sweat formula pairs Elements' popular toned class formula with non-stop cardio HIIT conditioning sequences; **Stretch AF Express:** a stretching and strengthening class focused on lengthening, elongating and releasing you're your best body utilizing resistance bands and the barre.

Elements SIGNATURE Series

Toned by Elements: the barre/Pilates inspired class fuses Elements' ULTRA isometric exercises and interval training with the principals of yoga, strength conditioning and Pilates core work using resistance bands, blocks and mats; **Sweat By Elements:** a higher intensity formula with non-stop cardio, strengthening and conditioning sequences; **Dance by Elements:** a high-energy 60-minute group fitness class that focuses on cardio-based interval training using a choreographed warm-up, isometric floor work and core building exercises; **Stretch By Elements:** a 55-minute stretching and strengthening class using resistance bands and the barre focusing on elongating the muscle groups and stretching.

Elements will also be offering its Elements Experiences, which includes everything from private training to small group classes, special events, SUP, SUP excursions and Sunset Paddle, also beginning June 21st. Elements is also partnering with **East End Explorer** to offer even more.

And in addition to giving clients more exercise options this summer, Elements is also pleased to announce the recent launch of its new website, which goes live in early June, along with a new e-commerce platform launching July 1 and an online streaming platform that will launch on August 1. As a result, clients will have a seamless experience from booking classes to buying their athletic apparel and fitness classes, as well as streaming classes and downloading edited content.

These announcements come on the heels of even more recent exciting news for Elements, including the addition of two new retail partners, Ultracor and Split59, with a series of trunk shows and pop up events planned for this summer, as well as the opening of Elements' first Manhattan location on the Upper East Side this fall that will feature bold new color motif.

"Elements Fitness has grown from a boutique barre and dance studio to a health & wellness company with multiple business units, including studio locations, health and wellness activations, private training and our soon to be launched on demand platform," says Elements, founder, director and master trainer Andrea Fornarola. "As we continue to scale our business and brand, we are especially excited this summer to be able to offer our clients more classes and enhanced services."

Also commenting on Elements' rebranding efforts and her decision to open up a second location in Manhattan, Fornarola added: "Easthampton where I work and live will always be home and I love it, but it's also a very seasonal community, so I felt it was time for us to spread our wings and branch out. And because so many of our clients also have a base there, Manhattan seemed like the most logical choice.

"In taking such a step our brand image also needed a makeover to convey the idea we're no longer a single studio in the Hamptons, but a multi-faceted contemporary



health and wellness business. The simplicity and elegance of the new design reflect the ethos of the company and elevate Elements to align with our soon to open Manhattan space. Our color pallet is an evolution of the original Elements' purple with a more vibrant and energized primary royal purple shade complimented by a fiery coral. Overall, our goal was to give Elements a more contemporary, clean and elegant look with broader appeal."

About Elements Fitness

Voted one of the Top 10 Places to sweat in the Hamptons by *Well & Good*, Elements Fitness is a high energy boutique style fitness studio located in the heart of the Hamptons. Under the direction of Andrea Fornarola Hunsberger, Elements offers signature classes in Barre, Dance Cardio Sculpt, HIIT Fusion classes, SUP and more. Elements boosts an atmosphere of independent thought and creativity while remaining experience-driven, giving clients customized and individualized attention. Elements specializes in studio classes, small group workshops, pre and post-natal training, and One on One sessions. All classes are based on a signature formula developed by Andrea Fornarola Hunsberger, and further enhanced by the expert staff of fitness and dance professionals.

For more information, visit www.elementsfitnessstudio.com

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