

CLUB INDUSTRY



Club Pilates has 35 open studios with 50 more opening soon, but its management has stated plans to expand with the additional capital from a new owner, LAG Fit LLC. *Photo courtesy of Club Pilates.*

Former LA Boxing Owner Acquires Club Pilates

Club Pilates, San Diego, has been acquired by LAG Fit Inc. for an undisclosed sum.

Pamela Kufahl, director of content and engagement | Mar 27, 2015

LAG Fit Inc., Irvine, CA, has purchased Club Pilates, a franchise of 35 studios, the companies announced. LAG Fit, a franchise development firm that specializes in the acquisition and expansion of boutique wellness concepts, is owned by Anthony Geisler, **who sold his LA Boxing franchise to UFC Gyms in 2013**. He now serves as CEO of Club Pilates.

Allison Beardsley founded Club Pilates, San Diego, CA, in 2007, expanding with her first franchised location in 2013. She retains 25 percent ownership of the company and will remain involved in the company as co-founder.

"This agreement will no doubt enable us to achieve our long-term vision for the brand and the concept," Beardsley said in the announcement.

The company is looking for additional franchisees to help expand the brand. Club Pilates has 34 open studios in the United States and one in Australia. It has more than 50 additional territories in development.

Club Pilates offers Pilates sessions at a low cost. Reformer classes are priced as low as \$17 per session. All studios are equipped with reformers, chairs and springboards, as well as mats, balls, dumbbells and ballet bars. Each location provides a variety of classes ranging from beginner to intense Cardio Sculpt workouts. In addition, Club Pilates created its own 500-hour teacher training program.

"After the successful sale of my previous franchise concept, the Club Pilates acquisition was a perfect fit to enter into the wellness space with a young, exciting and growing brand," Geisler said in the announcement. "The culture that Allison has infused into Club Pilates has great momentum to bring Pilates to the masses within the impressive framework of the franchise concept."