



barre

FORTE

MEET YOUR BEST

PRESS KIT



OUR STORY

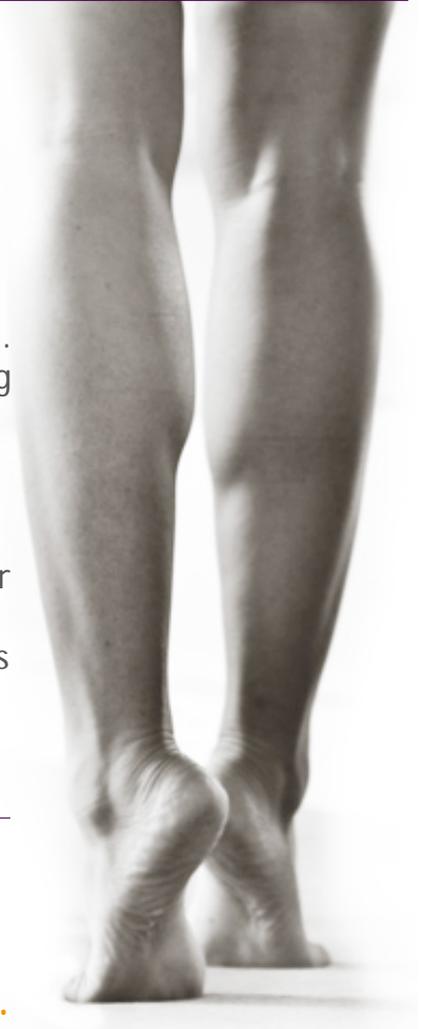
Originally the body barre, Barre Forte was founded in 2012 by two fast friends passionate about fitness and dance.

When two strangers met on the track at a local gym, little did they know where their budding friendship would soon lead them. Both with a desire to live healthy lives, they were always looking for new ways to get an effective workout, with one key ingredient - fun! They soon took their first barre class together, and it was love at first relevé. They left the studio that day and set plans in motion to take their newfound love and business acumen to open their own high energy barre studio to help other women look and feel their best. Now, with multiple studio locations, a teacher training program and licensing opportunities across the country, Barre Forte has officially arrived on the fitness scene.

OUR METHOD

Our dance inspired ballet barre workouts will trim, tighten and tone your entire body.

Barre workouts engage your small accessory muscles, in addition to your larger muscle groups. By isolating, overloading and stretching each muscle group, one by one, our clients' bodies appear long and lean. While our workouts are dance inspired, we focus on form and improving your body composition by performing precise movements, not difficult routines. No previous group fitness class or dance experience is required. Barre workouts are both low impact and intense – the best way to transform your physique without hurting your joints!



For more information, contact Barre Forte:
hello@barreforte.com | (303) 218-7777
www.barreforte.com



OUR STUDIOS

Electric Environment

Our barre studios pulse with warmth. From a clean and elegant atmosphere to our deeply committed instructors, it is our mission to ensure that new and seasoned clients feel like they belong, both in and outside of class. While we strive to create a comfortable environment, our workouts are designed to take you outside of your comfort zone and transform your body. You'll get a serious workout without being overly serious.

Effective Workouts

Experience feminine strength with our imaginative, kick-ass ballet and dance-inspired group fitness classes. Our barre workouts quickly trim, tighten and tone the body by deeply engaging often overlooked accessory muscles through tiny, repetitious movements. Deep stretching follows each series of exercise to give your body a elegant, long and lean appearance. We constantly vary routines in our diverse class offerings, so you'll never perform the same workout twice.

Empowered Life

The benefits of barre go beyond sculpting a rockin' bod. What you accomplish in our barre studios will give you inner strength and bold outer confidence to tackle everything else important in your life. From family to friendships to work - balancing it all can be a challenge. Our challenging workouts and encouraging instructors will help you discover and flaunt your hidden strengths - enabling you to live a healthy, happy and empowered life.



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OUR CLASSES

Experience feminine strength with our imaginative, kick-ass ballet and dance-inspired group fitness classes. Our barre workouts quickly trim, tighten and tone the body by deeply engaging often overlooked accessory muscles through tiny, repetitious movements. Deep stretching follows each series of exercise to give your body the elegant, long, lean appearance women crave. We constantly vary routines in our diverse class offerings, so you'll never perform the same workout twice.

Barre Forte Our signature barre workout is designed to trim, tighten and tone your entire body with an emphasis on defining your glutes and legs. By using small, controlled movements, isometric holds and high repetition, you can develop a dancer's physique much faster than you can imagine! The Barre Forte workout is also great for toning the very upper portion of your triceps as well.

Barre Express On your lunch break? Looking to sculpt that booty in a jiff? Get ready for our studio's signature class - condensed to just 40 minutes to better fit your schedule.

Advanced Barre This class incorporates the same overall structure you have come to love in our signature Barre Forte class; however, this class is more fast-paced with less set up time between moves. Clients need to have taken at least 40 classes before they are eligible for Advanced Barre.

Barre Fuzed Combines elements of barre, dance and yoga. Exercises are high intensity and low-impact, choreographed to fun and motivating music, and emphasize toning the legs and glutes, as well as strengthening the core. *Class types vary by studio.*

Barre Sculpt You'll employ a mix of body weight and weight lifting moves using light and heavy weights to tone your upper body in this energetic one-hour group fitness class. Butt-kicking moves will tone the rest! *Class types vary by studio.*



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OUR CLASSES continued

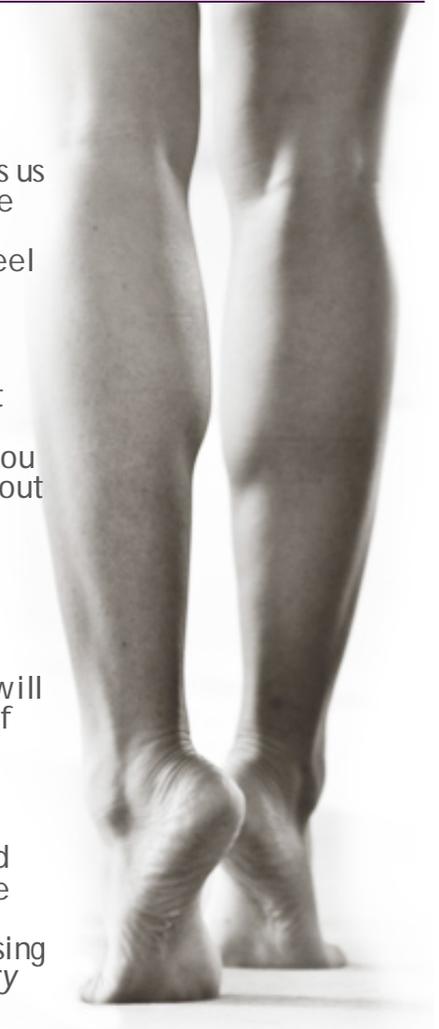
BODYFLOW™ is the Yoga, Tai Chi and Pilates workout that leaves us feeling long, strong, calm and centered. BODYFLOW™ will change the way you feel. You'll stand straighter and feel stronger. You'll gain flexibility and become more physically and mentally aware. You'll feel calmer and more centered. *Featured in our Gainesville, FL studio.*

Burn at the Barre Similar to our traditional barre class, Burn at the Barre incorporates interval training, plyometrics and weight training to increase your heart rate and decrease your waistline. If you love barre, but recognize the need for cardio as well, give this workout a try! *Class types vary by studio.*

Barre X Our Barre X class, the only one of its kind in the Rocky Mountain region, combines the use of a suspension system and a traditional ballet barre. Prepare to be surprised by how deeply you will engage your core muscles as you work through a challenging series of barre and body strength moves. *Class types vary by studio.*

Below the Belt This one-hour workout is designed to tighten and tone your glutes, strengthen and lengthen your hamstrings, minimize your thighs and define your abdominal muscles. By incorporating a variety of exercises and equipment, it's the perfect class for addressing what most women identify as their "problem areas." *Class types vary by studio.*

Restorative Rolling Restorative Rolling or Myofascial release is used to treat skeletal muscle immobility and pain by relaxing contracted muscles, improving blood and lymphatic circulation, and stimulating the stretch reflex in muscles. The idea of the practice is to prevent injuries and heal areas of the body that experience the most wear and tear.



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BARRE FORTE TEACHER TRAINING

We offer comprehensive nationwide barre instructor certifications - in our studios or yours!

- Enjoy 2 days with over 15 hours of intense training by Master Trainers
- Receive 2 additional complimentary classes in our studios
- Learn how to integrate the principles of yoga, ballet and Pilates to format and choreograph a fun, effective and safe barre class
- Learn progressions and modifications for all fitness levels
- Understand the musical elements necessary for mixing up routines
- Receive a comprehensive manual, including hundreds of photographs
- Connected to ongoing expert support, training and guidance
- No ongoing fees, re-certification requirements or video testing requirements
- Recognized by the American Council on Exercise and the Aerobics and Fitness Association of America

BARRE FORTE STUDIO LICENSING

Expert support and guidance to fulfill your dream of opening your own barre studio!

- Licensing allows you to associate your studio with a well-known brand, which is more affordable and flexible than a franchise agreement
- Guidance on site selection, lease negotiation, commercial build out and equipment purchasing, hiring, training and scheduling
- Enjoy instant brand recognition and goodwill associated with our fun, engaging classes and warm, welcoming studios
- Access to Barre Forte branding, signs, artwork, photography, and templates to promote studio and classes
- Receive choreographed fitness routines, schedule of choreography and professionally mixed music for exciting, dynamic classes



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TESTIMONIALS

"It is difficult to put into words a description of Barre Forte, so I will just say this - WOW! The grace and athleticism the instructors have to offer is absolutely phenomenal and I can honestly say I am hooked on their ever-changing workouts and choreography. I have been attending their classes for only a month and I already see a huge difference in my body and can honestly say I feel happier and more energetic."

- Grace W. (Denver, Colorado)

"As a kid, I never took ballet or formal dance classes. After my first class, I was hooked! I had a renewed commitment to my health and well-being. The workouts kick my booty. It is both a physical and mental challenge. Thank you Barre Forte for your supportive and wonderful instructors!"

- Laverne P. (Highlands Ranch, Colorado)

"Like many women my age, my bottom "fell" as I got older and no longer had any shape. I started coming to Barre Forte with a friend in 2012 at the age of 63. The other day, I passed a mirror in my house and glanced at it as I went by. I had to go back for a second look because I didn't recognize my own derriere! Thank you to all of the wonderful and very encouraging instructors at Barre Forte - they are the best!"

- Linda S. (Denver, Colorado)

"Just had a blast taking my first Barre Forte class. I'm a fitness instructor and am picky about my classes, and Brinn brings it! Plus, the studio is clean, bright and peaceful. Gainesville got lucky with this one. I'll be back!"

- Heather N. (Gainesville, Florida)



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FIND US ONLINE

Learn more about Barre Forte and view our complete schedule of dance-inspired classes studios across the country at www.barreforte.com

GET SOCIAL

Connect with us on social media for studio updates, class announcements, behind the scenes photos and videos, and more!



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