

A group of women in a dance studio are performing barre exercises. They are wearing athletic wear, including leggings and tops, and are using pink exercise balls. The studio has large mirrors on the wall, reflecting the participants. The overall atmosphere is bright and focused.

barreshape.

PRESS

The method

Barreshape© is a **global workout** to sculpt, tone and refine the body.

Geraldine Werner, lifetime dancer, law professional and now fitness instructor is introducing her original Barreshape© Method workout to her fellow Parisians since 2014. Barreshape© takes its **inspiration** from **ballet, pilates** and **cardio training**, with the objective of sculpting the body and improving posture while giving an overall sense of well-being and posture.

Barre classes have been gaining traction in the US, UK and Australia over the past years thanks to a method that loosely takes its shape from a technique introduced by German dancer Lotte Berk in the early 70s.

Geraldine, a former dancer and certified dance and pilates instructor, was introduced to a variety of fitness techniques including the barre method during her frequent expatriation stints in New York and London.

Upon her return to France and determined to follow her passion for dance, she developed the Barreshape© Method.

The Barreshape© workout **alternates exercises** at the ballet barre and mat to help create long, **lean muscles and a graceful silhouette** no matter a person's gender, age, body type, dance or fitness level. Each group of muscles is targeted and worked intensively, yet safely, then stretched to create a long, lean profile.

Barreshape© focuses on core muscles, correct posture and **improved body alignment**. The classes are calibrated to a motivating and energetic dance tempo, with playlist curated by a professional DJ and kept small, allowing for maximum guidance under the watchful eye of the instructor.

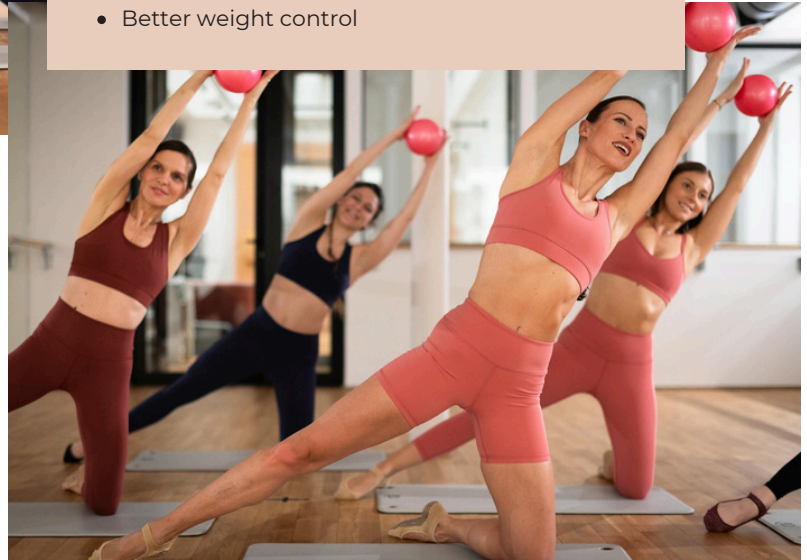


Other results

- A strong, developed core
- Flat abdominals and a strong back
- Elongated, firmer arms and thighs
- A lifted seat
- Better stamina and resistance
- Improved flexibility and grace
- Increased body awareness
- Better weight control



Since the launch of Barreshape®, Géraldine has been continually creating new routines and recruiting teachers from around the world to spread this unique method to the general public and thus perpetuate the phenomenon.



About Geraldine Werner founder of Barreshape©

Geraldine Werner fell in love with dancing at the age of 10, touring with various dance companies and participating in performances throughout France.

During a short stay in New York, she took advantage of classes at the renowned **Studio Cunningham** and the **Limon Institute in Manhattan** to discover new dance techniques.

Once back in France she joined the contemporary dance school of Peter Goss where she discovered other disciplines. This gave her the idea to complement her training as a dance teacher with anatomy, physiology and body movement analysis courses, obtaining her diploma as **certified dance instructor**.

She soon became interested in combining dance movements with other methods like yoga or pilates to make her classes more accessible to non-dancers. While living in London and teaching professionally, she continued practicing yoga and discovered pilates and other fitness trends in some of the well-known London studios.

Eventually, Geraldine's passion for dance and fitness merged with **her desire to teach** and share these passions with others. Returning to Paris in 2012, she dedicated her time to refining what has called the Barreshape© Method with the first studio classes introduced in early 2014. To complement her training with pilates and improve her method, she obtained full certification in BASI® pilates mat in Paris in early 2016.

“ I've always loved dancing. When I first discovered barre methods in New York, then in London, I couldn't wait to return to Paris to introduce my own method to French women, combining my dancer's sensitivity with an intense, energetic, and graceful workout. This is how Barreshape® was born. ”





Classes formats

The expectations from a class differ based on the student's profile, so various formats have been created to satisfy both young adults seeking intense physical activity in a dynamic and fun atmosphere, and stressed mothers looking for a "time off" to regain inner and bodily well-being. Our teachers are as unique as our Barreshapers. Each brings her own "special spice" to her class. The commonalities? Positive energy, kindness, and the joy of dancing.

Barreshape© is present in two studios in the capital.

Group studio classes – 45 min/60 min

- Morning, lunch time, afterwork
- From 20€

Private workout – 60 min/ 1 person

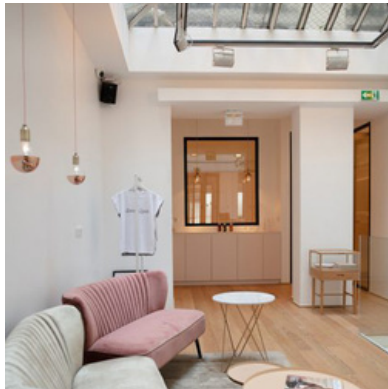
A private class made-to-measure to achieve personal workout goals and fitness objectives.

- At the studio or at home
- 110€ per class

Barreshape studios

Studio Beaubourg

Old-style art gallery in the heart of the 3rd arrondissement, the Barreshape© studio reflects the brand's identity; a mix of sophisticated design, soft colors and a cocooning atmosphere. Two classrooms of 60sqm, a changing room with individual showers and a cosy « Lounge & Chill » area lit by a huge glass roof turns the traditional ballet studio into a place where everyone can feel at home. Customers also have the possibility to enjoy a detox bar and a shopping area with tee-shirts, sport leggings and grippy socks.



Studio Trocadéro

For a « zen chic » meeting, head for the 16th arrondissement, in the Pilates 16 Studio, the latest place picked by Barreshape© to host its classes. This modern hôtel particulier is the perfect place for people to visit when they are needing an escape from their busy days.



Classes

BarreShape® :

This full body barre workout is a unique mix of cardio, ballet, yoga and stretching on an energetic playlist. 55 minutes of a dynamic exercises alternating between the barre and the mat, resulting in a healthy and harmoniously sculpted body.

BarreShape® ADVANCED :

Advanced incorporates elements from our signature BarreShape® class. The variations and choreographies are more advanced with more repetitions and less recovery time between exercise sets. The goal : to challenge you and push your limits !

BarreBlast® :

This workout introduces 4 intervals of two minutes cardio exercises repeated two times in between the four main components of a BarreShape® signature class (arms, thighs, glutes and abs).

BarreStretch® :

This 55 minutes session proposes a medley of ballet inspired exercises at the barre followed by sustained active stretches at the barre and in the center and finishing with a final pose of relaxation.

Pilates & Shape® :

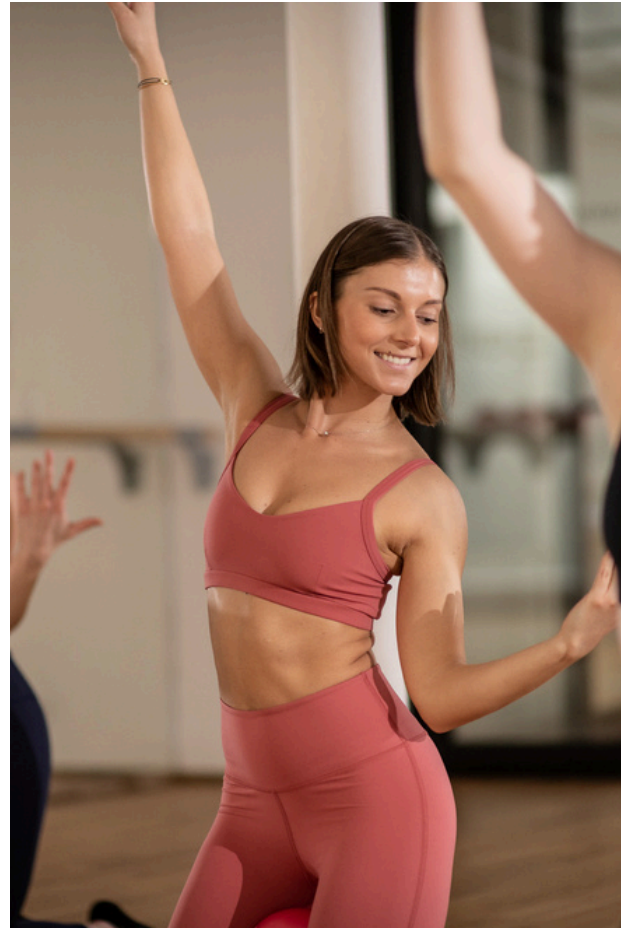
An intense and deep core work based on the pilates principles with a BarreShape® twist.

Dance SCULPT® :

Mix of BarreShape® exercises and bootyshaking choreography on a motivating playlist with fun accessories to boost your heart rate, endurance and strength.

POP 45® :

A dynamic 45 minutes flow that combines dance cardio and stretches at the end of the session on pop music.



Virtual Live Class

Virtual Live Barreshape© classes are **live streaming classes from our studio.**

They allow you to interact with your coach and share the effort with the BarreQueens community from your home or office.

Some of the classes are hybrid: they are practiced in the studio and virtually. They allow you to live the Barreshape experience as if you were there.

The 45 to 55 minutes formats are specially designed for maximum results in minimum time.

A fun, intense and energizing workout that will keep you in shape by working all areas of the body with music and grace.

Virtual Live Class

- **Single course** : 18€
- **10 classes pack** : 150€
- **Unlimited monthly subscription** : 150€



Barreshape Video On Demand

Barreshape© created its video on demand platform in October 2020. The **pre-recorded videos** make it possible to practice sessions at any time, **at home, on vacation or at the office.**

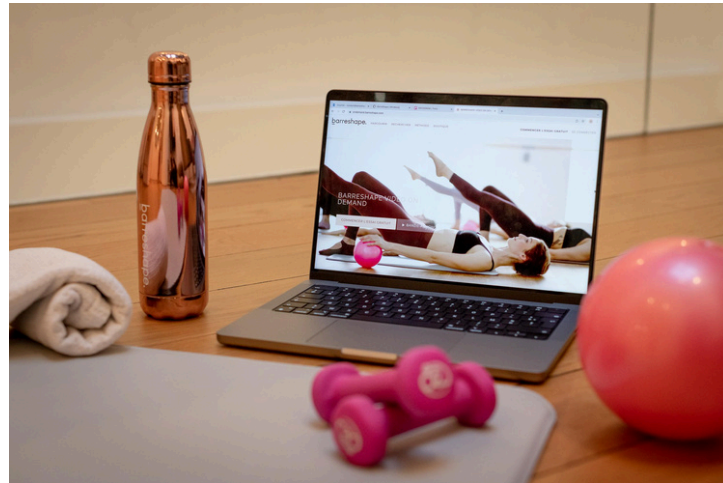
In order to offer diversity and turn the sports routine into a real moment of pleasure, the VOD platform offers a wide choice of formats, classes and coaches with more than **440 pre-recorded videos**. The platform is regularly updated with two new videos published every week.

Sessions of 10 to 55 minutes allow you to adapt your training. Several **programs** are also offered on the platform to guide the user in his sports practice: Program «SCLUPT: 21 days to tone up», Program «I discover the method in 14 days» ...

<http://ondemand.barreshape.com>

Barreshape Video On Demand

- Monthly subscription : 48€
- Annual subscription : 488€



“Programme TRANSFORME”

In May 2021, Barreshape© joined forces with **Alix Thomas Davoignot, nutritionist** and registered **dietician** to develop the program TRANSFORME combining 6 weeks of **food rebalancing** and 6 weeks of **Barreshape© workouts**.

The objectives of the “Pack TRANSFORME” :

- Learn to eat better and develop a healthy relationship with food
- To free oneself from diets and the frustrations they generate and to rediscover the pleasure of eating
- Integrate sports into your daily life and enjoy the effort
- Lose weight in a controlled manner and/or stabilize your weight
- Regain well-being, energy and self-confidence

Sport side :

- 1 detailed 6-week sports schedule
- 1 access during 8 weeks to 26 sports videos: Barreshape, BarreStretch, BarreBlast, Dance Cardio, Pilates & Shape, ABS & ASS and LEGS & ARMS
- Targeted exercises combining cardio and muscle strengthening
- Tips and tricks to keep you motivated and get results

Nutrition side :

- 6 weeks of balanced menus
- 6 weeks of food calendars
- 6 shopping lists
- 1 collection of 108 quick, easy, healthy and delicious recipes - 36 bonus recipes for the weekend



Website

Barreshape© adapts itself to the standard codes. The site has been completely **redesigned** with a sleek and modern style. Users are able to find practical information by themselves. In addition, each BarreQueen has a **Mindbody account** where he/she can book his/her classes at any time and consults his/her schedule in one click.



Social Media

Social media and the Barreblog play a crucial role in enhancing our reputation by facilitating ongoing communication with our community of **24,000 members** on Instagram. They provide a platform for sharing the latest news, innovations, challenges, as well as wellness and health tips. These networks actively encourage our BarreQueens to **interact, share experiences, photos,** and questions, thereby strengthening their sense of belonging to the Barreshape family. The experience extends beyond the studio classes, allowing each BarreQueen to **stay connected** even from afar !

CONTACT

Studio Barreshape Beaubourg

86 rue Quincampoix 75003 Paris

01 48 04 79 84

geraldine@barreshape.com

www.barreshape.com