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New Studio Takes Shape

By MARSHALL HEYMAN



Michal Czerwonka for The Wall Street Journal

Tracy Anderson's 8,500-square-foot studio in Brentwood, Calif., she is opening with her partners includes a gym.

BRENTWOOD, Calif.—Manhattan has its fair share of Tracy Anderson acolytes: people who slavishly pay a well-toned arm and a nicely defined leg to take fitness classes at her TriBeCa studio, known for its temperature-controlled, heated workout room and bouncy dance floor.

No doubt many of them are green with envy now that their West Coast counterparts are getting the first crack at Ms. Anderson's latest programs and the completely new, state-of-the-art space

she's in the process of launching in the land of blonde and beautiful Malibu moms.

Last week, Gwyneth Paltrow (Ms. Anderson's business partner), Kim Kardashian, Stacey Kiebler and Molly Sims helped kick off the grand opening of the studio, which has been in the works for four years and will sell platinum memberships at a cost of \$1,500 a month. Ms. Anderson insisted the cost is "surprisingly not that expensive," because it includes regular private training sessions, and "most people spend that much on privates in a week."



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Ms. Anderson

The price tag—and the limits on membership to between 200 and 250, all of whom Ms. Anderson said she is in the process of meeting one-on-one—are also to make sure people who join the gym are using it. "We are trying to make a prescription, custom experience," she said. "I don't like when people yo-yo."

This space is her new laboratory and features gilded mirrors and customized white, silver, bronze and pink elastic bands, in lieu of the bright red, green and blue ones that tend to show up at gyms and "look like Spider-Man threw up everywhere," Ms. Anderson said.

"My workouts are high energy and we didn't want the interior to be loud and noisy. We wanted it to be peaceful. We call it 'zen rockstar.'"

Eventually, many of these bells and whistles, including state-of-the-art showers with bath products by the British cosmetics company Ila, will make their way to her New York and Watermill locations, she said. Another gym in Studio City, Calif., will eventually become a Tracy Anderson Connect studio, featuring mostly drop-in classes.



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A blow-dry area for clients with hair needs after their workouts.

When she misheard an inquiry about how much the construction cost, Ms. Anderson said she would only comment "if you want me to faint. The invoices are still coming in. It's a lot of crazy amounts of money, but that's what it takes to do it right."

Her ambitions for the flagship are grand. The studio comes complete with a blow-dry bar with products by celebrity stylist David Babaii for her clientele, so "they can't say 'I can't go to the gym,'" she explained during a tour of the space. "We wanted to think about the tools they needed to get their workout in, to accomplish everything easier and faster."

In addition, Ms. Anderson is launching a food delivery service (\$49.95 a day, plus delivery) that will be available nationally. Adjacent to the studio will soon be a curated boutique by Ms. Paltrow and Ms. Anderson, along with a small "charming café with 30 tables" she compares to Café Gratitude, a local vegetarian diner that has become a small sensation among the Hollywood

crowd.



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A bookshelf

"People want to go out to eat and don't want to cheat," Ms. Anderson said, of the impetus for building the restaurant. She also suggested that a driving force behind it is Ms. Paltrow's long-term interest in cooking and the fact that "we both love food."

Next door, there will also be access to a physical therapist, a nutritionist, fresh pressed juices and blood paneling. She is also about to introduce four new pieces of equipment, one of which is a high-intensity training (or "hit") machine designed for men.

The 8,500-square-foot studio was designed by Windsor Smith and, much like Soul Cycle, it features inspirational messaging on the walls which Ms. Anderson described as "giving all our members a big hug." Soul Cycle spin studios are a few blocks down the road from both her Brentwood and TriBeCa studios, but she said she has never set foot in one. She added that she believes the spin studio copied some of her elastic-band training, and that many women come to her complaining of enlarged backsides after months of training through regular spin classes. (A spokeswoman at Soul Cycle declined to comment.)

Despite some evidence to the contrary, Ms. Anderson said she didn't feel like she was doing too much at once. "I would never open up these lines of business if I didn't consider myself incredibly qualified," she said, adding that the blow dries for women are not her area of expertise, but only for convenience and because her gym has the additional square footage.

"It's all about making fitness tools more available to our clients."

Write to Marshall Heyman at marshall.heyman@wsj.com

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