



## **Equinox and Industrious to offer workspaces in co-owned fitness clubs**

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Manhattan, NY Equinox has partnered with Industrious to offer workspaces co-located with its fitness club locations. Operating under the co-brand Industrious at Equinox, the first location will be at 35 Hudson Yards.

Born out of demand for an all-encompassing experience that includes opportunities to live, work, play and workout in one seamlessly designed property, the partnership marks the launch of a new category for Equinox.

“Equinox is always looking for new ways to empower our community to perform at their best and maximize their lives, so we saw an opportunity to create workspaces that are as inspiring as our clubs. With so many of our members already spending significant time working in our clubs, our partnership with Industrious is truly a natural extension of our brand,” said Jeff Weinhaus, president and chief development officer, Equinox. “The Equinox at Hudson Yards footprint is a true haven for high performance, offering visitors, guests and members opportunities for living, eating, regenerating, working out—and now working—in New York’s most highly-anticipated neighborhood.”

Memberships for the flexible workspace at Hudson Yards will include access to the Industrious national network and best-in-class services and amenities, as well as the option to seamlessly integrate a Fitness Club membership to Equinox Hudson Yards. Guests at Equinox Hotel can also elect to drop into the space for the duration of their stay.

Industrious was selected to be the first workspace provider for the global lifestyle brand after a comprehensive vetting process across the industry. Industrious creates thoughtfully-designed workspaces with hospitality-driven services and amenities, which, in turn, increases productivity and allows its members to thrive; the two companies share an undeniable brand alignment.

“Equinox and Industrious share a simple philosophy: our customers deserve incredible experiences in beautiful places,” said Jamie Hodari, CEO and co-founder of Industrious. “That’s why we’re so excited to bring Industrious at Equinox to Hudson Yards, creating an inspiring workplace experience that draws from the DNA of both brands.”

35 Hudson Yards is a 72-story mixed-use development that will include one of the world’s largest Equinox Fitness Clubs, six floors of office space, the first-ever Equinox-branded hotel, a SoulCycle, and private residences. Industrious at Equinox will occupy 44,000 s/f across the eighth and ninth

floors.

Additional Industrious at Equinox locations are expected in the future. The Hudson Yards location is set to open Q3 2019.

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