



New boutique gym FLY Fitness chooses Technogym Skillmill

Take a peek behind the scenes at the luxurious and meticulous attention to detail at FLY Fitness

BATH in Somerset is a beautiful city – historic yet modern, clean and uncluttered, with an unmistakable aesthetic.

The ideal place for a boutique fitness venue.

FLY Fitness is Bath's first boutique fitness brand, and its founders are blazing a trail. We took a look behind the scenes of this luxury venue to discover what makes FLY different.

Tess and Richard Campbell founded FLY Fitness frustrated at Bath's existing gym offering. The duo spotted a gap in the market for a fitness destination where the customer comes first.

"We were amazed that Bath didn't already have a high-end, relaxed, membership-style gym," said Tess Campbell.

"There were big box gyms, budget gyms, and old school underground type gyms. But we wanted to work somewhere different – fresh, welcoming, and with everything under one roof. We couldn't find it, so we set out to create it!"

The FLY Fitness Ethos

"We have gained so much from fitness throughout our lives," added Tess.

"We wanted to offer people an appealing space where they could enjoy those benefits and see how fitness can be a positive part of a happy life."

Even the name FLY Fitness has an identity with the subliminal messaging of First Love Yourself. This empowering, customer-focused statement underpins everything FLY stands for.

"FLY is totally built around the customer. We want people to love their time here, and leave feeling happier than when they came in."

"People don't want to shut themselves away in a dark, crowded, noisy gym after a day at work. We looked for the largest building in Bath (which was a challenge in itself!) and



made the most of the huge Georgian windows.

"FLY is bright and open with a fresh and energising feel."

A lighter, brighter approach to fitness

FLY feels different from the moment you walk through the door of the stunning Georgian listed building.

"The first thing you'll notice is the light," said Tess.

"We always wanted to maximise the use of natural light throughout the club and artificial light in our studios."

"We've paid attention to every detail only want the best for FLY, and that extends to our fitness kit."

"Everything here is the best we could get," added Tess.

"We haven't held back! Our equipment appeals to first timer customers and experienced athletes, because they can see we are serious about results."

Skillmill helps FLY offer premium services

FLY's vision was to provide everything under one roof, from strength training and cardio, to relaxation and healthy eating, including classes and open gym sessions.

FLY's Fire classes are run in their

"Dungeon" studio, a darkened space which uses neon rings, colour changing lights, spotlights, and music to create a fully immersive class experience.

FLY's approach spans three elements:

■ Fire – HIIT and cardio classes in the "Dungeon" studio, using Technogym Skillmill.

■ Force – Strength training classes on the gym floor using free weights and machines.

■ Flow – Stretch and relaxation classes, including hatha yoga, ballet, and hip hop dance.

Fire classes are a fast-paced mix of HIIT, free weights, and boxing.

The star of the show is a row of four Technogym Skillmills, self-powered treadmills built on a natural curve.

Tess explains why the founders chose the Skillmill over any other treadmill.

"We spent time researching the most successful boutique spaces in London and Amsterdam and saw how popular the manual, self-powered treadmills were."

"We knew we had to have Skillmill – they are the best on the market."

"The Skillmill really helps us bring

our vision for this class to life," added Tess.

"There's so much you can do on the Skillmill. Customers can do sprints, sled pushes, squats, mountain climbers, even bear crawls on them."

"They give us endless scope for keeping people engaged and getting serious results."

"Skillmill is so much more than just a treadmill. It's one of the best workouts I've ever had. If I could have one piece of kit at home, it would be a Skillmill!"

Technogym visited FLY the week before the venue opened, to show the class instructors how to get the most from Skillmill.

"We've been so pleased with the Skillmill, and with the support from Technogym," said Tess.

"Skillmill has helped us deliver on our mission of a high-end, luxury, results-driven boutique that offers customers something completely different."

FLY's row of Skillmills looks impressive, lit by overhead spotlights and welcoming class participants to the studio to start a tough but fun workout.

Great customer feedback

FLY Fitness represents a new breed of fitness venues in Bath, a place where every luxury detail has been created with the customer in mind.

"Customer feedback is great for the Skillmill," added Tess.

"They love the variety of exercises, and the product is easy to use but also feels like a serious athletic workout."

"Everyone can get something out of using a Skillmill, whether they are a first-timer or have decades of experience."

"There's always something more they can do. Combined with a bit of opulence whilst they work hard on their fitness goals, keeping FLY as exciting as it was on the day it opened," concluded Tess.