

BXR[®]

Chiltern Street packs a bigger punch: London's first boutique boxing gym BXR opens with backing from IBF Heavyweight Champion Anthony Joshua

"I hated every minute of training, but I said, 'Don't quit. Suffer now and live the rest of your life as a champion.'" - Muhammad Ali



14th November 2016 - Opening in January 2017, BXR is a state of the art, members-only fitness facility, offering the highest level of professional boxing training. Situated on Chiltern Street in the heart of Marylebone, the site has a 6-metre-high triple glass frontage and spans 12,000 sq ft across ground & lower ground floors. At its core, there is a full-size boxing ring by Ringcraft, which adds to the rawness and authenticity of this training venue.

Investing partner Anthony Joshua and the BXR founders have curated a team of elite trainers consisting of London's most reputable boxing coaches, ex-champion boxers, MMA fighters and some of the top sports therapists and osteopaths. The BXR line-up includes Jamie Reynolds - AJ's head strength & conditioning coach and Dr Mike Loosemore of CHHP. BXR is committed to offering its members the same level of advice and consultation that a professional athlete would expect.

Joining Anthony Joshua on the BXR founding committee are champions from a range of industries including DJ and music producer Mark Ronson, English boxing promoter Eddie Hearn, businessman Andre Balazs and Victoria Secret models Sara Sampaio and Maryna Linchuk.

Anthony Joshua commented: *"BXR is a passion project for me. I want people to train like I train. We have pulled together the best coaches, medical teams and equipment in the business and brought the ring to Chiltern Street. Offering state of the art training facilities for anyone who wants to join."*

BXR has invested in state of the art technology from a range of providers, including TPI Sound speakers, which feature in some of Ibiza's top Superclubs. BXR members can train like champions using top of the range equipment from renowned brands

such as Keiser, Technogym, Wattbike, Hammer Strength and Eleiko. Members can also accurately measure and track their progress using the fully integrated smartphone app, camera feeds and other analytic tools powered by RNF Digital. BXR also boasts an in-house clinic, consisting of three treatment rooms powered by CHHP.

Interior designers Marie Soliman and Albin Berglund of Bergman-Interiors are the brains behind the slick and industrial design of BXR's flagship site in which members can train in a space with 20 ft. exposed concrete walls with bespoke murals of Sugar Ray Leonard, Joe Frazier and Muhammad Ali.

To offer the ultimate workout experience, BXR have entered into an exclusive brand collaboration with renowned Danish Juicery - Joe & The Juice, whose expert team have developed a bespoke fitness menu for the Ringside Lounge, which will include pre-workout shots, post-workout protein shakes and healthy salads. BXR are also the sole UK distributor of Di Nardo tailored boxing gloves, made to measure for members and handcrafted in Turin.

Sweat by BXR -

In February 2017 BXR will launch 'Sweat by BXR' - their downstairs pay-to-train boutique fitness concept. Classes will be designed to assist in creating, developing and maintaining the foundations for becoming a successful boxer, focusing on strength & conditioning, cardio and technique.



A limited number of invitation-only lifetime memberships will be available (POA) and founding memberships start at £1,500 per annum.

Website: <http://bxrlondon.com>

Instagram: [@bxrlondon](https://www.instagram.com/bxrlondon)

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Notes to Editors

About Keiser

To deliver the ultimate in performance for its members, BXR London has partnered with U.S.-based Keiser Corporation, and will feature 12 pieces of the company's strength machines. With its patented pneumatic-resistance technology, Keiser equipment allows users to build strength at game speed for true functional power, which is why it's used by major leagues across Europe and more than 90 percent of the NHL, NFL and NBA franchises, as well as 100 percent

of Major League Baseball teams. So many top Olympians train on Keiser that if the company were a country at the 2016 Summer Games, it would have finished third in the medal count.

“Keiser is thrilled to partner with BXR London and help its members build their bodies while bolstering their fighting spirit with the best and most versatile strength training equipment available for boxers,” said Alastair Watson, Vice President of Keiser Corporation.

About Technogym

Technogym has over 30 years' experience with elite sports, and are delighted to have been chosen as the cardio equipment supplier to BXR, helping amateur boxers through to professionals take their training to the next level. As official equipment supplier to the last six Olympic Games, and partner to some of the world's leading teams and athletes, including McLaren, Ferrari and AC Milan, Technogym's products are informed by first-hand experience of the professional training methodologies of elite athletes from all over the world in a vast array of sporting disciplines.

SKILLMILL, one of Technogym's latest and most innovative functional training products, will accompany a range of Technogym's state-of-the-art treadmills and cross-trainers at BXR. SKILLMILL allows boxers to train power, speed, stamina and agility by offering resistance levels from 0 to max, and a dual handlebar to assume a variety of positions, such as high and low pushes. Ideal for performance training, the SKILLMILL's console can be used to track time, speed, power (watts) and distance. As well as being used for interval training, warm ups, sprints and many other fundamental exercises, more complex, boxing-specific movements can also be performed. These include lateral 'quick feet' movements to improve agility and coordination; upper body, core and shoulder exercises; and as part of a circuit format utilising other key pieces of equipment.

Stephen Barton, Managing Director of Technogym UK says: “We're delighted to be working with BXR on this really exciting and unique project by providing our state-of-the-art equipment. Technogym's strong heritage in working with elite sport, means our partnership and equipment is perfect for the concept BXR are trying to achieve.”

About Wattbike

Explaining the benefits of Wattbike training in relation to boxing, Ray Redman, Regional Sales Manager at Wattbike, adds:

“Wattbike has a rich history within elite sport and boxing is no different. Adopted by British Boxing and chosen by Anthony Joshua, Anthony Crolla and numerous other world class boxers, the Wattbike provides some respite from the high impact training whilst allowing boxers to push themselves to the maximum intensities. BXR will be providing best-in-class, authentic training and for this, the Wattbike will be a fantastic tool for power training, explosive movements and improving stamina, as well as for cool downs, warm ups and rehabilitation purposes.

The bikes provide accurate data, and in-depth performance measures so that progressions can be tracked; key for BXR's membership of beginners through to professional boxers. We're delighted that amateurs and enthusiasts can now train like the pros at BXR. We're really excited to see this unique studio launch and we are very proud Wattbike has been chosen to be a part of it.”

About Hammer Strength

Hammer Strength has been building athletes for more than 25 years. Not just elite athletes, but those with the focus and determination to want to train like one. It is rugged performance strength training equipment that takes what athletes dish out and helps exercisers get to where they strive to be. Hammer Strength moves the way the body is meant to move and rewards hard work with results. Hammer Strength is the No. 1 brand of plate-loaded equipment in the world and is designed to move with the body's natural path of motion. Hammer Strength was the first to explore the ergonomic advantages of independent converging and diverging arcs of motion. With over 40 plate-loaded products, Hammer Strength offers the tools needed to build champions.

Tom Lakeman, Life Fitness Private Account Manager – London, South and South East, said: “As a prestigious Official Hammer Strength Training Centre, BXR London has created a unique and motivational exercise space. Hammer Strength is synonymous the world over as being the leading brand for strength training and provides BXR London with an outstanding platform for success. The extensive range of Hammer Strength plate-loaded equipment offers some of the industry’s most advanced strength-training technologies - something that cannot be achieved through free weights. The versatile and durable strength equipment allows results-driven members to focus on enhanced performance and movement while also meeting their strength goals.”

About Eleiko

Anders Ericsson, Region Manager of Eleiko said “Since 1957 we have been producing bars and strength equipment that have been used by thousands of athletes and more than 1,000 world records have been set with an Eleiko barbell. The success is derived from its optimal balance, the firm but not too sharp grip, the synchronized smooth rotation and perfect flexibility. We are delighted that athletes at BXR, at all levels, will be able to train with the most famous free weight equipment in the world”

About RNF Digital

BXR has also teamed up with award-winning mobile agency RNF Digital to develop a website and cutting-edge app for the gym’s membership. Features include: view the class schedule, book classes, purchase products and even live chat with the gym’s top trainers functionality, with future developments including full integration to the gym’s high-end equipment, meaning users can accurately measure performance and track their progress. A mobile device with the app installed can even act as an electronic pass to access the gym and to purchase drinks, snacks and other products in a cashless environment. App will shortly be available Apple’s App Store.

About CHHP

Dr Mike Loosemore, Head of science & medicine for GB Boxing & Director of Sport & Exercise Medicine at CHHP says ‘Having worked in elite sport and with both top professional and Olympic boxers for over 20 years, I am delighted to now be able to offer everyone at BXR the chance to be trained and treated like champions. Our new partnership between CHHP and BXR means we can bring the very best sport science research, knowledge and experience to help our BXR clients achieve optimum performance’

About Joe & The Juice

“This relationship with BXR is something we are looking especially forward to, it is very rare that Gyms include an ambient F&B offer, where members actually enjoy spending time - we really hope to deliver this better than anything seen in high-end Gyms before!”

Kaspar Basse - Founder Joe & The Juice

About TPI Sound

TPI Sound design and manufacture some of the worlds finest audio reproduction systems. Our state of the art research and production facilities are based in the heart of the United Kingdom. With recent club installations in London, New York, Berlin and Ibiza, and with studio users the likes of: Warner Music, Atlantic Records, Parlophone, and Sony. TPI’s sonically pure systems are fast becoming the sound of choice, for the musical elite, including the artists Neil Young, Richie Hawtin, Noel Gallagher and Louie Vega.

Giles Smith, CEO; “We are delighted to be involved with BXR gyms. Their training facilities and programmes are some of the best in the world. The superior sound quality and power, provided by the TPI Sound audio system will positively enhance the experience for their members.

About Bergman-Interiors

Interior designers Marie Soliman and Albin Berglund of Bergman-Interiors are the brains behind the slick and industrial design of BXR’s flagship site. The desire to create a unique and authentic guest experience was the main design concept behind BXR, thinking of every detail from lighting installation to leather hand-stitched handrails.

“Designing around narratives, sense of place, fashion and future thinking is our approach. It reads like an embellished tale surrounding and functions to dictate a unique history” says Marie Soliman. Her keen eye for both the timeless and the well-crafted has launched her into the world of art and design. She is known internationally for her work designing hotels, spa and high end residences.

About 31-thirteen

Ben Slow - “I’m really excited to be working on these bespoke murals for BXR London. The ethos of the company is one that really sits well with me as an artist and with 31-Thirteen as a company. BXR on a whole is something very special and I look forward to future collaborations with them.”

31-Thirteen is a creative agency founded in 2015 by husband and wife team Ben and Sabira Slow. Working with a new breed of Urban Contemporary artist, the team have established relationships within the art world and are focused on marrying contemporary artists with culturally aware brand partners, creating engaging events and curating captivating exhibitions.

About Ringcraft

Ringcraft have been manufacturing Boxing Rings in the UK for over 25 years. Supplying companies such as Sky, BBC, ITV and all of the major Boxing Promoters in the country as well as many more abroad.

They are specialists in the design, manufacture and installation of boxing rings worldwide. Mike Goodhill founder of Ringcraft has created a custom bespoke 18ft by 18ft sports certified ring clad with vintage wood and leathers to be featured on the ground floor of BXR as a central focal point.

About AJBoxing.com

“I spend the majority of my life in the gym so I know what is required to make a truly great one. I was absolutely blown away by the passion and enthusiasm of the BXR team to create something that does not exist in London currently. This is a truly unique offering and what is more it is in the heart of London. I can’t wait to kick off my London sessions at BXR” - Anthony Joshua

COMMONWEALTH, BRITISH AND WBC INTERNATIONAL HEAVYWEIGHT CHAMPION AND OLYMPIC GOLD MEDALIST, ANTHONY JOSHUA IS ONE OF THE MOST TALENTED AND EXCITING PROSPECTS THE BOXING WORLD HAS SEEN IN YEARS. Current Record: 17 WINS, 0 LOSSES, 0 DRAWS, 17 KOs