

ALO YOGA x FRED FITNESS

A DESTINATION FOR MOVEMENT & MINDFULNESS

alo



The image shows the interior of an Alo Yoga store. The background is a red brick wall with the 'alo' logo in large, light-colored letters. In the foreground, there are several yoga mats laid out on the floor, each with a small wooden block and a white cushion. To the right, there is a wooden shelving unit with folded towels and a black long-sleeved shirt hanging on a hanger. A sign on the right side of the image reads 'VOCA' and 'ALO YOGA'.

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WHERE STRENGTH MEETS STILLNESS

Fred Fitness: The World's First Smart Gym stands at the forefront of innovation, design, and community engagement. As we prioritize our community focus, we are excited to start incorporating classes and clubs into our programming. Currently, we do not offer a yoga program, presenting a unique opportunity to introduce a premium yoga experience powered by Alo.

A photograph of a modern yoga studio. Six people are in a lunge pose on green mats, with their hands clasped above their heads. The studio has a minimalist aesthetic with a wooden shelf on the left holding various vases and candles. The back wall features three large, arched mirrors with warm, glowing backlighting. The ceiling is exposed with industrial-style ductwork. The floor is dark, and orange yoga blocks are placed on the mats. The word 'alo' is written in a large, white, lowercase font on the left wall.

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ALIGNED VALUES, SHARED VISION

- Wellness, mindfulness, and movement are central to our philosophy.
- Design forward-thinking and experiential spaces that promote community.
- Emphasizing sustainable practices is crucial to our operations.

The Concept

FRED AS AN OFFICIAL ALO YOGA DESTINATION

- Dedicated Alo Yoga studio inside of Fred Fitness.
- Open to not just Fred members but also the broader community.
- Classes led by Alo instructors (funded by Fred).

SPACE & DESIGN

Fred Fitness offers two stunning spaces perfectly aligned with Alo's design-forward aesthetic—making them the ideal setting for Alo-branded yoga classes.

EXPANDING THE ALO LIFESTYLE

- ALO APPAREL AND PRODUCT RETAIL INTEGRATED INTO THE SPACE.
- OPPORTUNITIES FOR LIMITED COLLAB MERCH.
- SPACE DESIGNED FOR YOGA, MEDITATION, WORKSHOPS AND EVENTS.




FRED COLLECTIVE

The Fred Collective is a community of leading wellness, fitness, and lifestyle brands coming together to redefine what a modern health destination can be. Current partners already include Burke Williams, Therabody, and SiPhox Health, with more visionary collaborations on the horizon.

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Burke Williams

 Therabody

Si Phox

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A TOTAL WELLNESS DESTINATION

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