

RSG Group to Debut New Club Concept, HEIMAT, in Los Angeles

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RSG Group will debut its new concept in a five-story, 75,000-square-foot space in Los Angeles in late 2021. HEIMAT will be a global day-to-night fitness, wellness, culinary and cultural concept. (Rendering courtesy RSG Group.)

RSG Group, the Germany-based owner of Gold's Gym, will launch a new health club concept, **HEIMAT**, later this year, the company announced on Aug. 18. The flagship location for the new global brand will be in Los Angeles.

HEIMAT, which means "home" in German, will redefine the fitness lifestyle for the modern sophisticate with a holistic day-to-night fitness, wellness, culinary and cultural concept all under one roof, according to RSG Group. HEIMAT will offer a private, yet inclusive, community and dynamic destination centered around a universal feeling of "home" that nourishes, invigorates and inspires through every sensory touchpoint.

"We are very excited to be opening the first HEIMAT destination in Los Angeles," said Ed Bell, managing director of Heimat. "Everything about the club – from the innovative fitness offerings to the bespoke culinary and cultural programming – has been designed to deliver unforgettable personal and meaningful experiences. We cannot wait to welcome our first members into our home."

Spanning across 75,000 square feet and over five floors, HEIMAT Los Angeles will be housed in a converted industrial building, sitting at the intersection of the Hollywood and West Hollywood neighborhoods.

In addition to its fitness offering, HEIMAT Los Angeles will offer a calendar of programming events spanning across industries. The penthouse floor of the facility will house coworking and event space, a wellness spa with exclusive products and treatments as well as a public-facing restaurant with a culinary concept helmed by an award-winning chef. Furthermore, the club's rooftop will include a lounge pool, jacuzzi and outdoor bar with panoramic views across the city.

Including Gold's Gym, which **RSG Group purchased** out of bankruptcy in July 2020 for \$100 million, RSG Group has a portfolio of 17 brands. Other fitness brands in the portfolio include McFIT, the JOHN REED Family (JOHN REED Fitness Music Club, JOHN REED Women's Club, JOHN & JANE'S, THE REED), High5, CYBEROBICS, Qi², McFIT MODELS, and PEARL Management.

In March, **RSG Group opened its first John Reed Fitness in North America** in downtown Los Angeles. **That 33,000-square-foot facility** includes boutique classes, a Snooze Room, a sauna, and art pieces by local artists.

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