

# John Reed Fitness Brings Vibrant Workouts, Design, and Music to New DTLA Gym

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Ideally timed for those Angelenos burnt-out from their isolated home workouts, international brand John Reed Fitness has recently opened their first North American health club in the energetic South Park District of Downtown Los Angeles. Positioned on the corner of South Hill Street and 12th Avenue, the new 33,000-square-foot gym offers members endless training opportunities with vibrant facilities filled with top-of-the-line equipment and unique boutique-style fitness classes paired with upbeat curated music.

Keeping things simple, membership options include a month-to-month approach (\$100) and personal training packages (\$80 to \$480), all granting full access to the fitness destination and without any pesky initiation or cancellation fees. Members can pick and choose their fitness journey with engaging open areas dedicated to free weights and machine training alongside expansive mirrored studios designed for a multitude of lively instructor-led classes.



Photo: Courtesy of John Reed Fitness

For those looking to take their gym experience to the next level, John Reed's signature "Boost Club" class features a mix of strength, agility, endurance, and core training led by a guest trainer with motivational beats by a live on-site DJ.

Should you need a post-workout unwinding and recovery, the gym's dedicated "Snooze Room," spacious saunas, and trendy locker rooms filled with high-end beauty products are available to all members. Even if you're not a member, John Reed's juice bar is open to the public and offers a wide selection of nutritious smoothies, cold-pressed juices, and on-the-go healthy snack options, perfect for checking out the new space while grabbing a tasty treat.



Photo: Courtesy of John Reed Fitness

The new Los Angeles locale's design mimics the brand's fellow 31 locations around the world, reflecting the specific neighborhoods in which they are based. For this new L.A. outpost, inspiration was drawn from the hustle and bustle of Downtown to take members on an urban jungle-themed adventure, filled with striking installations, vivid colors, and distinctive artwork around every corner.

Original and inspiring works of art from Berlin-based street art duo Ron Miller, as well as renowned local L.A. artists Robert Vargas and Jaime Guerrero, can be found throughout the space.



Photo: Courtesy of John Reed Fitness

Founded in 2016, and part of the Berlin-based fitness conglomerate RSG Group GmbH, John Reed Fitness prides itself on standing out and motivating members across the globe through a unique mix of amenities.

"I think more than ever, gym-goers want a place that really motivates and removes them from their everyday, a place that excites them," says John Reed L.A. club manager, Robert Hull. With our location's eclectic interior, the music curation, and exceptional equipment, we give our members that experience."

Due to COVID-19 restrictions (which will be loosened Thursday as L.A. approaches yellow tier status), the studio's locker rooms, saunas, showers, and water fountains are closed, so be sure to bring plenty of hydration. Capacity will be reduced and staff will check guests' temperature upon arrival. You'll also need to stay masked while you're working out, and all members should wipe down equipment when they're done. (Check out more safety guidelines here.)

Learn more about the club-like L.A. gym and book your next workout online here.

***John Reed Fitness, 100 South Hill St., Los Angeles, 90015; open daily from 5 a.m. to 12 a.m.***

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