

P R E S S R E L E A S E

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For immediate release

**SHELLEY SANDZER SECURES UK DEBUT LOCATION
FOR BODY BY SIMONE**

Acting on behalf of the brand, leading specialist UK leisure property agency, Shelley Sandzer, has secured the debut UK studio for Body by Simone, the revolutionary exercise method created by renowned fitness guru, Simone De La Rue. Opening at 86-88 Delancey Street on 2nd February 2019, this is the first time the fitness concept has launched outside of the US, following monumental success in its LA and New York studios.

The Body by Simone technique, which combines a unique and effective combination of dance routines, interval training and toning exercises, has achieved global recognition and strong celebrity following. Simone has worked with leading celebrities including Rosie Huntington Whiteley, Reese Witherspoon and Khloe Kardashian, as well as helping Hollywood actresses Emily Blunt, Jennifer Garner, Sandra Bullock and Anne Hathaway prepare for major movie roles.

The launch follows highly successful, sold-out pop-up classes in London, Ireland and Australia, as well as the launch of the BBS App, which utilises revolutionary AI technology to create customised workouts and nutrition plans based on each user's goals.

Commenting on the deal, Casey Philips, partner at Shelley Sandzer, said: "With its close proximity to the West End, affluent Regent's Park and Primrose Hill is the perfect match for this sophisticated, on-trend brand. An A-list celebrity herself, Simone is immensely popular with a whole host of British A-list celebrities and actors

who have long demanded that she open a studio in London. We are very pleased to have secured this prime site, for what will be one of the year's most exciting UK debuts on the fitness scene."

Shelley Sandzer acted for Body by Simone.

ENDS

For further information, please contact:

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Editor's notes

Shelley Sandzer is a leading and dynamic agency, specialising in the restaurant and leisure property sector. The company provides considered and valued advice to many of the UK's most highly regarded restaurant brands, centres, developments high streets and landlords, via a lateral thinking team with an unparalleled knowledge and understanding of the leisure business. Shelley Sandzer is also known for the key role it plays in launching new entrants and unique concepts to the market, such as Duddell's, Honey & Smoke, and Frame.