



## **SERGIO RAMOS by JOHN REED**

### **COMPANY PROFILE**

#### **BY JOHN REED**

SERGIO RAMOS by JOHN REED S.L  
Calle Fuencarral 6  
3ª Planta  
28004 Madrid

[press@sergioramosbyjohnreed.com](mailto:press@sergioramosbyjohnreed.com)

### **ABOUT SERGIO RAMOS by JOHN REED**

SERGIO RAMOS by JOHN REED is the only place in the world that offers people the opportunity to "Train like Sergio!" and benefit from the world-class training methods and philosophy that have guided Sergio during his career. The workouts and ideas, developed by Sergio and the world's best coaches, are available only at this concept. Combined with classic boutique fitness elements and a comprehensive gym area, SERGIO RAMOS by JOHN REED provides a true holistic fitness experience like no other. Whether alone on equipment or free weights, in classes with others or on 1:1 sessions with personal coaches - members get an optimal training spectrum for each of their personal goals. SERGIO RAMOS by JOHN REED is pure emotion. While extraordinary art and fascinating design are found in JOHN REED Fitness Music Clubs all over the world, they are completely redefined here. Together, we are creating something unprecedented with SERGIO RAMOS by JOHN REED.

### **BOUTIQUE FITNESS 2.0 - UNLIMITED SUCCESS**

The 21,530 square foot studio, inspired by boutique fitness studios, is divided into five areas. A critical difference is SERGIO RAMOS by JOHN REED also offers an extensive gym area. The special training concept includes several classes, each with different training goals and focuses, all of which build on each other in terms of content and are designed by experts together with Sergio Ramos across functional, running, boxing, strength, agility and cardio categories. In addition, there are a series of group workouts called Master Classes, which aim to improve quality and promote the correct execution of exercises. Utilizing these techniques, anyone can become a professional like Sergio Ramos with discipline, strength and motivation. The fact that all workouts are regularly pushed by the beats of live DJ sets increases motivation and additionally ensures an incomparable club atmosphere during training.



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## **DESIGN AND ART - SERGIOS RAMOS' LIFESTYLE**

The design of SERGIO RAMOS by JOHN REED, with details and art inspired by the personality of Sergio Ramos and curated by himself, highlights the cosmopolitan and open-minded vibe of the star. At the same time, it creates a unique club atmosphere that makes Sergio Ramos' always present, which further motivates and inspires all those who train. All aspects of the brand, as well as the club itself, represent the lifestyle and values that Sergio Ramos and JOHN REED share. SERGIO RAMOS by JOHN REED defines a mix of boutique fitness, music, design and art into a completely new and unique concept.

## **EXCLUSIVITY - WHAT MEMBERS CAN EXPECT**

Sergio Ramos has been an international icon for years due to his desire, will to win and strength on the football pitch. Simultaneously, he lives and loves style, aesthetics and design. Both worlds have been combined in a high quality, limited production clothing capsule collection - available from the official opening in the mid of January 2022 and only onsite at the club.

Additionally, potential members are encouraged to sign up via the website starting today to get access to their first workout at the club when SERGIO RAMOS by JOHN REED opens mid of January 2022. Since membership numbers will be capped, it will be vital to access the offer quickly.