



BY JOHN REED

SERGIO RAMOS VISITS MADRID AND TRAINS AT HIS NEW GYM WITH MEMBERS, INFLUENCERS AND JOURNALISTS



Madrid. January 25, 2022 -- Sergio Ramos visited Madrid this afternoon to celebrate a special workout event at his new fitness club, SERGIO RAMOS by JOHN REED. The gym, which opened its doors for members last week in Moncloa station, welcomed 30 special guests who shared a private training session with the international football player and professional coaches from the gym. Thus, a group of journalists, influencers and members of the club have been able to live the unique experience of training in the innovative facilities of SERGIO RAMOS by JOHN REED accompanied by the world class athlete.

Divided into three areas and designed by Sergio Ramos himself together with JOHN REED's team of professional coaches, the training allowed guests to experience the intensity of the classes in the "RunClub", work on coordination in the Boxing area and discover many of the options offered by the functional areas. All this accompanied by live music and with the facilities and stunning design that characterize SERGIO RAMOS by JOHN REED.

The event, which has been a great success and has generated great expectation, has been the first of the special actions that the gym has planned to continue building a strong community around an innovative and ambitious training concept among an outstanding experience.



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.

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.

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.



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For further information:

Website: <https://sergioramosbyjohnreed.com/>

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