

crets. BY BEE SHAPIRO

at are splashy
being too flashy.



Reagan. BY MATTHEW SCHNEIER

4 CRITICAL SHOPPER

Diesel pushes denim to its limits. BY JON CARAMANICA

BEAUTY | NIGHTLIFE

ThursdayStyles

The New York Times

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Getting Physical

A six-pack of boutique fitness studios is opening in New York this spring, promising better bodies for a price.

CONBODY

294 Broome Street, C-Level
Lower East Side



Coss Marte, 30, a convicted drug dealer, who lost 70 pounds in six months while in prison.

CURRENT FITNESS

333 Church Street
TriBeCa



Josh Ozeri, 28, founder of Brooklyn Crew, which is now closed.

MILE HIGH RUN CLUB

24 West 25th Street
NoMad



Debora Warner, 44, a former contemporary artist and endurance athlete turned personal trainer.

ICE NYC

93 Worth Street
TriBeCa



Izzy and Dyan Levy, husband and wife CrossFit enthusiasts (along with the CrossFit Games champion Camille LeBlanc-Bazinet).

TONE HOUSE

32 East 31st Street
NoMad



Alonzo Wilson, 37, a former Division II defensive lineman and Wilhelmina fitness model.

WUNDABAR PILATES

21 Thompson Street
SoHo



Amy Jordan, 40, a former Hollywood executive turned Pilates entrepreneur.

A prison-style boot camp complete with metal bars and (painted) concertina wire. No equipment needed, though having a "bunkie" helps.

SoulCycle for indoor rowing (a.k.a. "erging"). The Zen-white studio features 15 sleek rowing machines, led by a coxswain in the center.

SoulCycle on treadmills. "Runners have been alone on the treadmill for so long," Ms. Warner said. Classes are led by caffeinated coaches, sometimes with a live D.J.

CrossFit without bros. "CrossFit is about the power of she," Mr. Levy said. Instead of a spartan man cave, the studio offers locker rooms and showers.

A jungle gym for those still harboring fantasies of being a professional athlete. A 7,800-square-foot studio opens next month.

The first New York outpost of WundaBar Pilates, a California export that combines Pilates with high-energy music and a proprietary WundaFormer machine.

Wispy women in Lululemon, and less wispy men in gray hoodies who line up after class to take "mug shots."

TriBeCa moms losing baby weight, and spinning refugees in brightly colored Flyknits and high ponytails. Mostly women, with the occasional finance guy.

Mostly women, including studio hoppers, endurance athletes and celebs like Christy Turlington, who don neon-colored sports bras and compression socks.

Near the courthouses, the gym gets its share of superfit lawyers, prosecutors and federal agents.

Models like Nina Agdal of Victoria's Secret, along with hypercompetitive men who are comfortable in tights.

30-something professionals who slip out of their high heels into specialized socks called WundaBooties.

\$25 for an hourlong class

\$34 for a 45-minute class

\$32 for a 45- to 60-minute class

\$36 for an hourlong class; \$200 a month

\$35 for an hourlong class; \$500 monthly

\$39 for an hourlong class

(CONBODY)

JOSHUA DAVID STEIN