PEP Club

A little air. A clear way into movement.

An expressive movement identity meets beginner guidance, transparent intro terms and a practical route to a first class.

THE VISITOR

A new visitor wants to know whether they will fit in, which class to choose and what the introductory purchase actually includes.

THE BUSINESS OBJECTIVE

Turn visual interest into a suitable first-class choice, with clear expectations about experience level, packs and recurring plans.

THE CREATIVE DECISION

Pearlescent inflated lettering makes softness tangible. Precise navy information, movement arcs and a contrasting pink sequence connect the expressive identity to useful class information.

THE JOURNEY

01	02	03	04	05	06
Feel the studio	Understand the intro pack	Find a suitable class	Prepare for the first visit	Choose a time	Choose a plan

pep club

Classes · The studio · First visit · Book a class ↗

Soft feels strong.

REFORMER PILATES / BROOKLYN

/ 40.6782° N
73.9442° W



/ 3 classes / $69

Find your first class ↗

01 / inhale



/ 3 GROUP CLASSES / 14 DAYS

Three classes. Your way in.

A proper introduction to the **reformer**, the studio and your own pace.

/ $69

Start with 3 for $69 ↗

New clients only. One pack per person. No auto-renewal.
Activate within 30 days of purchase. Use within 14 days of your first class.

A little space. A lot more you.



A welcoming Brooklyn studio for focused movement, thoughtful coaching and a little time that is yours.

FIND YOUR PACE / ASK QUESTIONS / FEEL THE MOVEMENT

/

Find your form.

01



/ **First Form**

New to the reformer? Learn the setup, the cues and the foundations.

50 MIN · BEGINNER

Start here ↗

02



/ **The Flow**

Connected movement with considered progressions.

50 MIN · ALL LEVELS

Explore The Flow ↗

03



/ **The Tempo**

A more dynamic class for those already comfortable on the reformer.

50 MIN · EXPERIENCE ADVISED

Explore The Tempo ↗

/ **Not sure?** First Form is a good place to begin.

/ YOUR FIRST VISIT

New here? Exhale. pep

/ 01 / Choose First Form

A guided introduction to the equipment and the basics.

/ 02 / Arrive 10 minutes early

Bring water and grip socks. We will show you the setup.

/ 03 / Find your pace

Ask questions, take a pause and let this be a starting point.



Real cues. *Room to ask.*

Clear explanations, options for different experience levels and time to understand the movement.

ASK / ADJUST / TRY AGAIN

Find a first class ↗

make room

breathe in

let it move



for you.

3 classes / $69 | Find your first class ↗

Find your first *yes.*

/ WHERE ARE YOU WITH REFORMER PILATES?

- (●) I am brand new or returning after a break.
- ( ) I am comfortable on the reformer.

Your starting point: **First Form**

See beginner classes ↗



Make room for you.

/ CLASS SCHEDULE

MON | TUE | WED | THU | FRI | SAT | SUN

7:00 AM	**First Form**	50 min	View class ↗
12:15 PM	**The Flow**	50 min	View class ↗
6:00 PM	**The Tempo**	50 min	View class ↗

/ Choose a date to see current times and availability.

Your pace. Your *plan.*

/ DROP-IN

$38

One group class.

Book one class ↗

/ 5-CLASS PACK

$175

Five group classes.
Valid for 60 days from purchase.

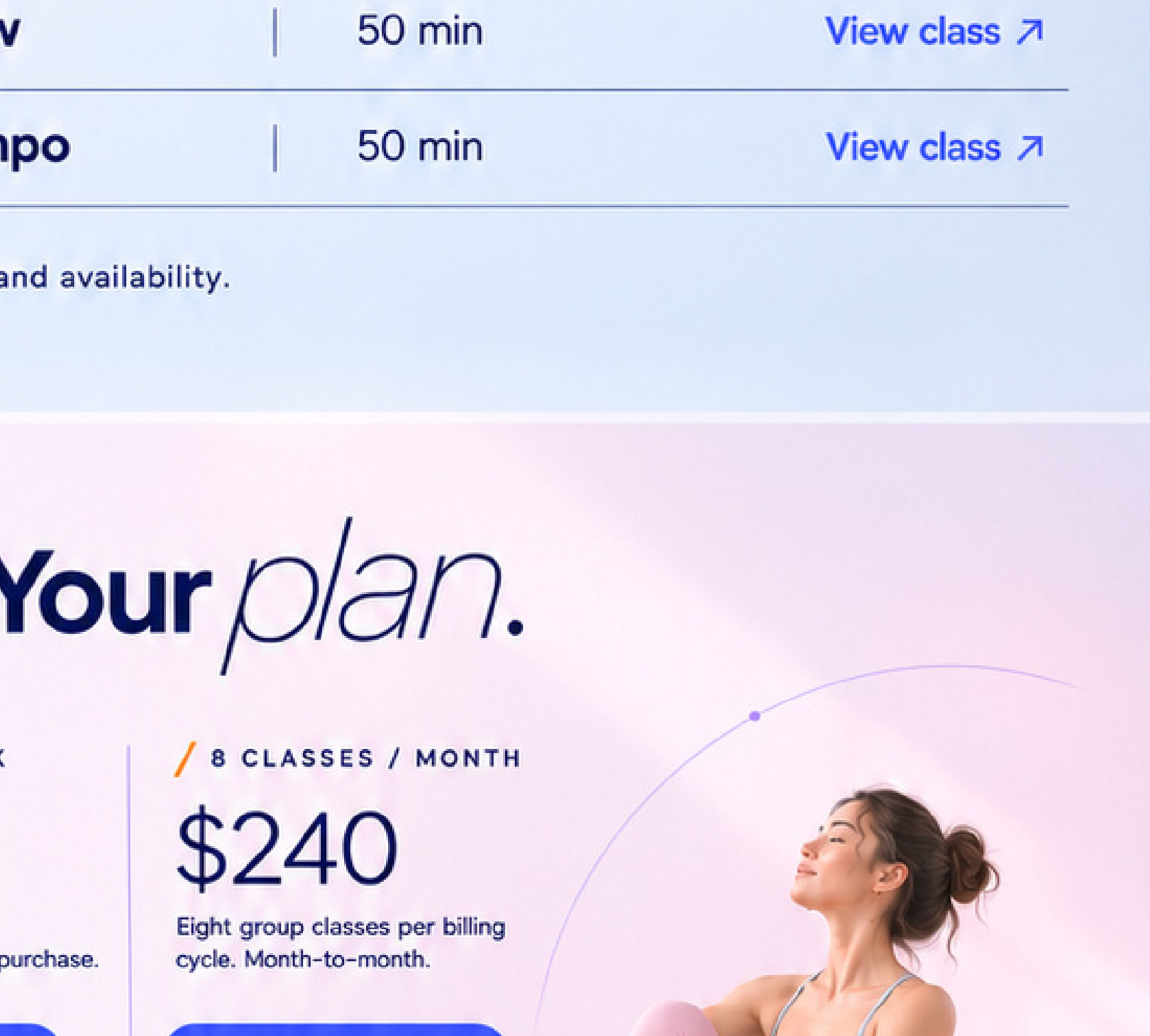
Choose 5 classes ↗

/ 8 CLASSES / MONTH

$240

Eight group classes per billing cycle. Month-to-month.

Explore membership ↗



Monthly plan renews automatically. Cancel before your next billing date. Unused monthly classes expire at the end of each billing cycle.

Cancel a class at least 12 hours before it starts to keep your credit. Later cancellations and missed classes use one credit.

/ **New here? Start with 3 for $69 ↗**

A little *clarity.*

Do I need Pilates experience?

No. Choose First Form for a guided introduction to the reformer and the foundations.

What should I wear and bring?

Comfortable movement clothes, grip socks and water. Arrive 10 minutes before your first class.

How does the intro pack work?

Three classes for $69. Activate within 30 days of purchase, then use all three within 14 days of your first class. New clients only; one pack per person. No auto-renewal.

What if I need to cancel?

Cancel at least 12 hours before class to keep your credit. Later cancellations and missed classes use one credit.

A little pep. A lot more *you.*

Start with three classes.
Find the movement you want to come back to.

/ 3 classes / $69

Find your first class ↗

Still deciding? Explore the classes



pep club

Menu

REFORMER PILATES / BROOKLYN

Soft feels strong.



/ 3 classes / $69

Find your first class ↗

Three classes. Your way in.

3 GROUP CLASSES / 14 DAYS

New clients only. One pack per person.
No auto-renewal.

Activate within 30 days of purchase.
Use within 14 days of your first class.

pep club

Menu

Find your first *yes.*



Where are you with reformer Pilates?

- (•) Brand new or returning
- ( ) Comfortable on the reformer

Your starting point: First Form

50 minutes. A guided introduction to the equipment and the foundations.

See beginner classes ↗

Make room for *you.*

MON | TUE | WED

7:00 AM / First Form	View class ↗
12:15 PM / The Flow	View class ↗
6:00 PM / The Tempo	View class ↗

Choose a date to see current times and availability.



Every section has a job.

Visitor needs and business purpose, considered together.

01 / An expressive first impression

Visitor: Recognize reformer Pilates and see a welcoming, contemporary studio identity.

Business: Air-filled lettering creates recognition while the introductory offer and first-class action remain readable.

02 / Intro terms beside the price

Visitor: Understand the three-class offer, activation period, expiry and lack of auto-renewal.

Business: Visible conditions help align the first purchase with the offer being presented.

03 / Make the environment tangible

Visitor: Picture the studio and the pace of a first experience.

Business: The setting gives the emotional promise a concrete place and supports the class-selection journey.

04 / Classes explained by fit

Visitor: Compare beginner, all-level and more experienced starting points.

Business: Plain-language descriptions guide visitors toward a suitable class rather than a timetable they cannot interpret.

05 / A manageable first visit

Visitor: Know which class to try, when to arrive and what to bring.

Business: Preparation information answers practical questions before the booking handoff.

06 / Coaching shown through behavior

Visitor: See room for explanations, questions and adjustments.

Business: Specific coaching behaviors make the studio experience tangible and support confidence before the first class.

Every section has a job.

Visitor needs and business purpose, considered together.

07 / Movement as a brand moment

Visitor: Experience a distinct visual pause that still carries the same introduction.

Business: The pink movement sequence adds variety and repeats a consistent first-class route.

08 / A simple class finder

Visitor: Choose between new or returning and comfortable on the reformer.

Business: The recommendation makes the next action explicit without requiring detailed Pilates knowledge.

09 / A visible timetable

Visitor: Connect the recommended class to a day, time and class detail.

Business: The schedule moves interest toward a practical booking-provider handoff.

10 / Plans with different commitments

Visitor: Compare drop-in, a class pack and monthly access with nearby terms.

Business: The design distinguishes one-time purchases from renewal and cancellation expectations.

11 / Purchase questions answered

Visitor: Check preparation, pack rules and cancellation before committing.

Business: The FAQ repeats the same terms and helps prevent uncertainty at the point of purchase.

12 / Return to the first class

Visitor: End with the same recognizable introductory offer.

Business: A consistent closing action gives the long page a clear destination.

From interest to context.

A useful inquiry handoff

Carry class, date and intro-pack context into the booking provider. Separate a non-renewing introduction from one-time packs and a renewing monthly plan; retain the cancellation terms near the decision.

Search content architecture

Beginner class, reformer Pilates and Brooklyn intent connect to class descriptions, first-visit guidance, pricing and the schedule.

What to measure next

Evaluate intro-offer interest, booking-provider handoffs, confirmed purchases and repeat bookings through appropriate provider data. Exclude health and payment details from analytics.