

HER FITNESS CLUB

2025 MEDIA KIT

Andrea Aguilar

Boilerplate

About Her Fitness Club

Her Fitness Club is a luxury, women-only fitness club offering Pilates, yoga, cycling, strength training, and more. We provide women with a supportive, safe, and comfortable environment. Based in Dallas, Texas, the studio empowers women to prioritize wellness through movement, mindfulness, and a meaningful community. Learn more at herfitnessclub.com and follow us on Instagram and TikTok @herfitnessclub

HER FITNESS CLUB

FOR IMMEDIATE RELEASE

Contact Information:

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Public Relations Intern
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Her Fitness Club Opens in Dallas: Exclusive Gym Made for Women, By Women

Her Fitness Club invites Dallas women to join their grand opening event in June!

DALLAS, May 12, 2025—A brand new fitness club is coming to Dallas. Her Fitness Club is proud to announce their grand opening of its premium women-only club, offering Pilates, yoga, cycling, strength training and more.

The fitness club will celebrate its launch with a grand opening event taking place on June 6, 2025. The celebratory event will include complimentary workout classes, an Alo Yoga pop-up, membership giveaways and refreshments. Attendees can enjoy exclusive membership promotions, tour the space, and connect with future members and staff.

Unlike the traditional gym, Her Fitness Club offers the luxury of being exclusively for women. Women will have the opportunity to feel comfortable and be able to focus on themselves with a membership starting at \$150 per month. The space is a safe, comfortable environment with aesthetic interiors. The club also features a female-only staff and highly trained fitness professionals.

“I was inspired to create Her Fitness Club to provide women with a safe environment where they can focus on their health and fitness goals,” said founder Andrea Aguilar. “The club allows women to feel supported and build a strong community.”

Memberships are now available with special discounts for first-time members.

Her Fitness Club will be open seven days a week. For more information and membership details, visit herfitnessclub.com or follow @herfitnessclub on Instagram.

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HER FITNESS CLUB

MEDIA ADVISORY

HER FITNESS CLUB HOSTS GRAND OPENING IN DALLAS

June 6, 2025

What: Her Fitness Club, a premium women-only fitness club, will celebrate its opening in Dallas, Texas with a grand opening event. The event will include complimentary Pilates, yoga, and cycling classes, an Alo Yoga pop-up, exclusive membership discounts, refreshments, and the opportunity to connect with future members and staff.

Why: Her Fitness Club is redefining women's fitness by providing a safe, comfortable and welcoming environment for Dallas women to move and connect.

Who:

Open to press, influencers, and the public—exclusively women. Hosted by Her Fitness Club.

When:

June 6, 2025

8 a.m. to 1 p.m.

Where:

Her Fitness Club

6432 Lovers Lane

Dallas, Texas 75206

Contact:

Andrea Aguilar

PR Coordinator, Her Fitness Club

aguilara@herfitnessclub.com

(954) 658 7554

About Her Fitness Club

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HER FITNESS CLUB



Overview

Her Fitness Club is a premium women-only fitness studio located in Dallas, Texas. Her Fitness Club offers a luxury gym experience with a mix of Pilates, yoga, cycling and strength training classes. The studio provides a calming, safe, and inclusive environment.

About us

Founded in 2025 by Andrea Aguilar, Her Fitness Club was created to redefine the gym experience for women. Inspired by the lack of welcoming and safe fitness environments for women, Her Fitness Club came to life. Her Fitness Club is here to cater to women's health and fitness goals.

Mission

To create a safe space for women to feel confident and inspired to move their bodies.

Our vision & goals

At Her Fitness Club, we envision a world where women can connect, feel safe, and be supported in their fitness environment. We hope to inspire more women to join us in redefining their fitness experience.

- Grow membership base by 250 within first 6 months
- Anticipated monthly growth: 10–15%
- Establish brand identity across Instagram & TikTok
- Expand to three locations by 2027

Target audience

Gen Z and millennial women seeking a safe, aesthetic, and welcoming environment for physical and mental wellness

What we offer

Group Classes

- Reformer & mat Pilates
- Indoor Cycling
- Yoga
 - Vinyasa, Restorative, Power Flow
- Strength Training
- Meditation & Breathwork

Membership Benefits:

- Unlimited access to all classes
- Traditional gym equipment
- Community space for socializing & studying
- Access to luxury showers & locker room
- Female-certified instructors
- 1 free guest pass/month

Design & Aesthetic:

- Calming, light-filled interiors
- Minimalist, modern equipment

Pricing

- \$150/month
- \$40 for day pass

Location

6432 Lovers Lane, Dallas, Texas 75206

Social handles

Instagram: @HerFitnessClub

TikTok: @HerFitnessClub

For more information

Visit herfitnessclub.com

Executive speaking points

Our story

Her Fitness Club is a premium women-only fitness studio located in Dallas, Texas. Her Fitness Club offers a luxury gym experience with a mix of Pilates, yoga, cycling, and strength training classes. The studio provides a calming, safe, and inclusive environment.

Mission

To create a safe space for women to feel confident and inspired to move their bodies.

Our vision

- Provide women with a welcoming fitness space
- Inspire more women to join our supportive community
- Expand locations in Dallas
- Establish brand identity across social media
- Grow Her Fitness Club statewide

What sets us apart

- Premium studio featuring Pilates, yoga, cycling, and strength training
- Focus on community and supportive environment
- Designed exclusively for women, by women
- All-female staff and highly trained instructors

Core values

- Empowerment
- Inclusivity
- Community

Welcome to Her Fitness Club: A Fitness Space Designed for Women, by Women



Her Fitness Club is redefining women's fitness experience in Dallas.

A New Kind of Fitness Club

Say goodbye to feeling uncomfortable at the traditional gym and hello to your new favorite fitness space. At Her Fitness Club women can move freely, feel empowered, and connect likeminded women. This luxury fitness club was created to support women in their wellness goals and provide a supportive environment.

Classes to Fit Your Lifestyle

Her Fitness Clubs offers a variety of workout classes including Pilates, yoga, cycling, and strength training all in one place. With over 45 classes a day, the club is perfect for any women's lifestyle. Members can easily book the class of their choice through the Her Fitness Club mobile app. With the Her Fitness Club membership, women have access to unlimited, while there's availability. The club opens every day from 6 a.m. to 9 p.m.



Community

At Her Fitness Club puts a huge emphasis on community. The club hosts multiple social events every month where women can connect. At these events, Her Fitness Club often collaborates with local Dallas brands focused on health and wellness. The goal of these social events are to empower women and uplift one another.

Her Fitness Club also has an exclusive partnership with Alo Yoga featuring pink merch to match the club's aesthetic.

Why Her Fitness Club?

Her Fitness Club is proudly women-only, providing a judgment-free comfortable space where woman can move. Her Fitness Club prioritizes your comfort and safety in an aesthetically pleasing environment. Any women is free to join, no matter what step you are in your fitness journey.

Your New Fitness Home

Her Fitness Club welcomes you to join. Membership plans are now available, with exclusive discounted memberships for first-time members.

Visit herfitnessclub.com and follow @herfitnessclub on Instagram and TikTok today!

SOCIAL MEDIA



Instagram

Copy: Her Fitness Club is now open in Dallas! Join us to get one step closer to achieving your fitness goals! The reformer is waiting for you!

#HerFitnessClubPilates #Pilates #PilatesPrincess

Target Audience: Women in Dallas ages 18-45 looking for a new and inclusive fitness studio with Pilates classes.



Instagram

Copy: Your new favorite place ✨💖 Join the Her Fitness Club community in the link in our bio! #HerFitnessClub #LuxuryGym

Target Audience: Women looking to join a women-only fitness club with an emphasis on community and social events in Dallas area.

TikTok Idea: Tour of the fitness club highlighting all of its classes and membership benefits.

Copy: Whether its Pilates, yoga, cycling, or strength training, Her Fitness Club has it all. Take advantage of our exclusive new member deal of \$100/month today!

Target Audience: This post targets potential new members who are looking to join a new gym with a variety of workout classes such as Pilates, yoga, cycling, or strength training.

Initial Media Pitch

Subject line: New All-in-one Women's Fitness Club Opens in Dallas

Hello (Journalist),

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

This all-in-one club offers Pilates, cycling, yoga, strength training as well as your traditional gym equipment. At Her Fitness Club women can feel empowered and be part of a supportive community. The aesthetically pleasing fitness space was made for women, by women to deliver an elevated fitness experience.

With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I would love to personally invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and enjoy a complementary workout class.

I look forward to hearing back from you!

Best regards,

Andrea Aguilar

PR Coordinator | Her Fitness Club

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Media Contacts and Pitches

Caitlyn Clark—D Magazine

As an online executive editor for D Magazine, Clark focuses on writing lifestyle content for D Magazine. She has previously covered boutique fitness studios in articles such as “The Best Boutique Fitness Studios in Dallas By Neighborhood” and “Dallas’ Boutique Gyms Are Going Through a Vibe Shift”, therefore she would be a great fit for covering Her Fitness Club.

Subject line: New All-in-one Women’s Fitness Club Opens in Dallas

Hello Caitlyn Clark,

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

This all-in-one club offers Pilates, cycling, yoga, strength training as well as your traditional gym equipment. At Her Fitness Club women can feel empowered and be part of a supportive community. The aesthetically pleasing fitness space was made for women, by women to deliver an elevated fitness experience.

With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I have read your work where you cover Boutique Gyms and Fitness Studios in the Dallas area. I would love to personally invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and enjoy a complementary workout class.

I look forward to hearing back from you!

Best regards,

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Melissa Smrekar—PaperCity

Smrekar has previously covered Session Pilates Studio in “5 Great Female-Owned Businesses In Dallas’ Lakewood — How to Spend a Day in Hillside Village”. In her article, she highlighted several wellness studios and shops in Dallas for Women’s History Month. She also mentions what Session Pilates offers and as well as its pricing and a little bit about how they got started. Based on her work, I believe she would do a great job on covering what Her Fitness Club has to offer as a new club in Dallas.

Subject line: New All-in-one Women’s Fitness Club Opens in Dallas

Hello Melissa Smrekar,

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

This all-in-one club offers Pilates, cycling, yoga, strength training as well as your traditional gym equipment. At Her Fitness Club women can feel empowered and be part of a supportive community. The aesthetically pleasing fitness space was made for women, by women to deliver an elevated fitness experience.

With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I have read your previous work on Session Pilates, therefore I would love to invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and enjoy a complementary workout class.

I look forward to hearing back from you!

Best regards,

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Elizabeth Ostertag—Athletech News

Elizabeth Ostertag has covered CorePower Yoga, keeps up with fitness and wellness trends. In “Studio Spotlight: CorePower Yoga”, she highlights what the yoga chain offers, their growth, and has tried several classes. Ostertag would be a great guest to invite to Her Fitness Club, where she can try out multiple classes and hopefully cover it in her work.

Subject line: New All-in-one Women’s Fitness Club Opens in Dallas

Hello Elizabeth Ostertag,

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

This all-in-one club offers Pilates, cycling, yoga, strength training as well as your traditional gym equipment. At Her Fitness Club women can feel empowered and be part of a supportive community. The aesthetically pleasing fitness space was made for women, by women to deliver an elevated fitness experience.

With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I know you are passionate about fitness, therefore I would love to personally invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and enjoy a complementary workout class.

I look forward to hearing back from you!

Best regards,

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Diana Oates—Purewow

Diana Oates has covered workout studios such as SoulCycle and Equinox in Dallas in “These Are the 8 Hottest Workouts in Dallas Right Now.” She’s a luxury Dallas editor and focuses on travel advice, therefore I believe she would be able to recommend Her Fitness Club.

Subject line: New All-in-one Women’s Fitness Club Opens in Dallas

Hello Diana Oates

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

This all-in-one club offers Pilates, cycling, yoga, strength training as well as your traditional gym equipment. At Her Fitness Club women can feel empowered and be part of a supportive community. The aesthetically pleasing fitness space was made for women, by women to deliver an elevated fitness experience.

With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I have read your work highlighting the hottest workout in Dallas and would love to personally invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and enjoy a complementary workout class.

I look forward to hearing back from you!

Best regards,

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Megan Ziots—PaperCity

Megan Ziots covers lifestyle and Dallas culture. Earlier this year she wrote “4 Buzzy New Dallas Fitness Studios — Pilates, Yoga, and Pickleball-Inspired Workouts, therefore she would be a good fit for covering what Her Fitness Club offers.

Subject line: New All-in-one Women’s Fitness Club Opens in Dallas

Hello Megan Ziots,

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

This all-in-one club offers Pilates, cycling, yoga, strength training as well as your traditional gym equipment. At Her Fitness Club women can feel empowered and be part of a supportive community. The aesthetically pleasing fitness space was made for women, by women to deliver an elevated fitness experience.

With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I enjoyed reading your article highlighting Dallas’ new fitness studios earlier this year therefore I would love to personally invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and enjoy a complementary workout class.

I look forward to hearing back from you!

Best regards,

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Maria Lawson—PeopleNewspapers

Maria Lawson covers local Dallas culture and lifestyle. Due to how local her articles are to University Park, she would be an excellent journalist to cover the grand opening of Her Fitness Club.

Subject line: New All-in-one Women's Fitness Club Opens in Dallas

Hello Maria Lawson,

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

This all-in-one club offers Pilates, cycling, yoga, strength training as well as your traditional gym equipment. At Her Fitness Club women can feel empowered and be part of a supportive community. The aesthetically pleasing fitness space was made for women, by women to deliver an elevated fitness experience.

With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I have enjoyed reading your Dallas content and would love to personally invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and enjoy a complementary workout class.

I look forward to hearing back from you!

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Alyssa High—Advocate Preston Hollow

Alyssa High has previously covered CorePower Yoga's opening in Preston Hollow Village. She covers local Dallas culture, more specifically near Preston Hollow. High would be a great fit to cover the grand opening of Her Fitness Club in Dallas based on her previous work.

Subject line: New All-in-one Women's Fitness Club Opens in Dallas

Hello Alyssa High

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

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With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I would love to personally invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and enjoy a complementary workout class. I have read your articles on Advocate Preston Hollow and think you would enjoy covering us!

I look forward to hearing back from you!

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David Seely—Dallas Innovates Every Day

David Seely has written “Playkout, the ‘First-Ever’ Pickleball-Inspired Fitness Studio, Is Coming to Dallas”, highlighting a new fitness studio concept. Although he is not the target demographic of Her Fitness Club, he would do a great job covering the new concept of a women-only fitness club in Dallas.

Subject line: New All-in-one Women’s Fitness Club Opens in Dallas

Hello David Seely,

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

This all-in-one club offers Pilates, cycling, yoga, strength training as well as your traditional gym equipment. At Her Fitness Club women can feel empowered and be part of a supportive community. The aesthetically pleasing fitness space was made for women, by women to deliver an elevated fitness experience.

With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I would love to personally invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and see how the concept of a women-only fitness studio works. I enjoyed reading your article on Playkout last summer and believe you are a good fit to cover Her Fitness Club!

I look forward to hearing back from you!

Best regards,

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Rich Lopez—Dallas Voice

Last summer, Rich Lopez covered Playkout a pickleball fitness studio, “Playkout, the first-ever pickleball-inspired fitness studio, to open in Uptown.” Although Her Fitness Club is exclusively for women, he did a great job covering the concept of a pickleball inspired studio, therefore he would be a good fit to cover Her Fitness Club.

Subject line: New All-in-one Women’s Fitness Club Opens in Dallas

Hello Rich Lopez,

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

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With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I would love to personally invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and see how the concept of a women-only fitness studio works. I enjoyed reading your Dallas Voice article on Playkout and believe you are a good fit to cover Her Fitness Club!

I look forward to hearing back from you!

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Sydney Asher—Dallas Business Journal

Sydney Asher is a trending Dallas Business Journal reporter who covers a wide range of topics. Earlier this year she wrote an article titled, “Large Crunch Fitness franchisee to bring \$5M gym to North Dallas,” which was featured on ABC 8 News. Asher would be a great fit to cover the business aspect of Her Fitness Club and would hopefully reach larger news outlets.

Subject line: New All-in-one Women’s Fitness Club Opens in Dallas

Hello Sydney Asher,

Dallas is welcoming a new fitness destination for women. Women deserve a safe and comfortable environment to achieve all of their fitness and wellness goals. Her Fitness Club was created to create a safe space for women to feel confident and inspired to move their bodies.

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With a huge emphasis on community, Her Fitness Club is always hosting social events to connect current members and invite new ones.

I would love to personally invite you to our grand opening event on June 6, 2025, where you will have the opportunity to tour the space and enjoy a complementary workout class. I was impressed by your article on the Crunch Fitness franchise and would appreciate if you could cover Her Fitness Club.

I look forward to hearing back from you!

Best regards,

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