

re:ab on Selbourne

One Stop Shop

Collaborative business efforts are becoming evident all over Auckland; the amalgamation of multiple services available under one roof is no longer restricted to elite department stores. Ex-lawyer Kirsty Wilkinson has pioneered the local health and wellbeing movement with her new boutique establishment located in central Grey Lynn. re:ab, initially founded by physiotherapist and pilates clinician Lou James, essentially provides a 'one stop shop' for clients, comprising pilates, physiotherapy, massage, fitness training, yoga, breathing works, beauty therapy, facial radiance and nutrition.

Formerly located in Ponsonby, re:ab began as a destination solely focusing on physiotherapy and pilates. As James proceeded to build the Pink Pilates programme to aid women recovering from breast cancer, Wilkinson fell into the business by her own passion. She identified a gap in the market and moved the business with the intention of offering an even broader range of services. "I always had a vision of people being able to come in and do everything in one place rather than drive around the busy Auckland streets", she says. "There is nowhere else that clients can come in and have access to all of these services under one roof". It is obvious that the recession has presented vast challenges to many local businesses, however it has also stimulated creativity and innovation. While many companies have had to shrink, re:ab has expanded, providing city-dwellers with a straightforward method of all-round health maintenance. It is this ardent ingenuity that underpins the next movement in the fitness arena.

re:ab is built inside the old 1950's style Cameo Movie Theatre, next to popular café Occam. As I enter, I see that the original art deco formations have been preserved, which is a refreshing contrast to the typically stark interior of health and fitness centres. Although re:ab has been constructed with rehabilitation in mind, there is nothing overtly clinical about the layout. The space possesses a distinct boutique element, free of blaring techno tunes,



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who possess different fitness levels. The skilled instructors cater their routines to meet the requirements of clients, accounting for any specific requirements.

During the class every major area is attended to – abdominals, thighs, glutes, arms, hips and back. After an hour of successive engagement in sharp and structured movements I feel refreshed, energised and encouraged to invest in a concession card for further training.

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The highly interactive, boutique nature of re:ab is what sets them aside from other health and wellbeing centres. As Wilkinson says, "re:ab is only as good as the one on one interaction that the client experiences when they are here, so we have to provide the very best service all of the time".

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congestion and ostentatious types.

After admiring the new headquarters and being shown around the second level, where the massage, beauty therapy, and yoga rooms are located, I prepare for a beginners' pilates class. The equipment all looks somewhat daunting to me (there are large cylinders, hula hoop style rings, and your usual arm weights) but the kind and professional instructor provides direction for every move. As clients make appointments in advance, the classes are never overcrowded. There are approximately five other ladies taking the class, ensuring an intimate and effective session.

Spinal alignment is inherently a fundamental aspect of pilates, so each client is thoroughly checked and corrected to maintain a stable position. I genuinely feel as though I am in safe hands in this class. It is this sort of nurturing exercise environment that is crucial for beginners, or anyone in recovery aiming to build up muscle strength. Wilkinson informs me that a varied range of individuals attend re:ab, some with acute injuries, some who are pregnant, and many

