



## The BarreShape method launches the next Paris fitness craze

**Paris, France (June 2<sup>nd</sup>, 2014) – The BarreShape workout takes its inspiration from ballet, Pilates, yoga and cardio training, with the objective of sculpting the body and improving posture while giving an overall sense of well being.**

Barre classes have been gaining traction in the US, UK and Australia over the past years thanks to a method that loosely takes its shape from a technique introduced by German dancer Lotte Berk in the early 70s.



Geraldine Werner, a former dancer and certified dance instructor, was introduced to a variety of fitness techniques including the barre method during her frequent expatriation stints in New York and London. Upon her return to France and determined to follow her passion for dance, she developed the BarreShape method.

The BarreShape workout alternates exercises at the ballet barre and mat creating long, lean muscles and a graceful silhouette. BarreShape focuses on core muscles, correct posture and improved body alignment. The classes are calibrated to a motivating and contemporary dance tempo and kept small allowing for maximum guidance under the watchful eye of the instructor.



To fit the needs of our Paris based clients, BarreShape offers group, semi-private and private classes in English or French. For group or semi-private classes, two conveniently located Paris studios have been selected: the Ecole du Spectacle at Espace Lauriston on the westside in the 16<sup>th</sup> *arrondissement* and, the Centre d'Art et de Danse Elephant Paname near Opéra in the 2<sup>nd</sup> *arrondissement*. Semi-private classes can be arranged at the studio or, as with private classes, in the home or office. Group classes are scheduled for early birds in the morning or at noon for Parisians on a quick lunch break.

<http://www.barreshape.com/>

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