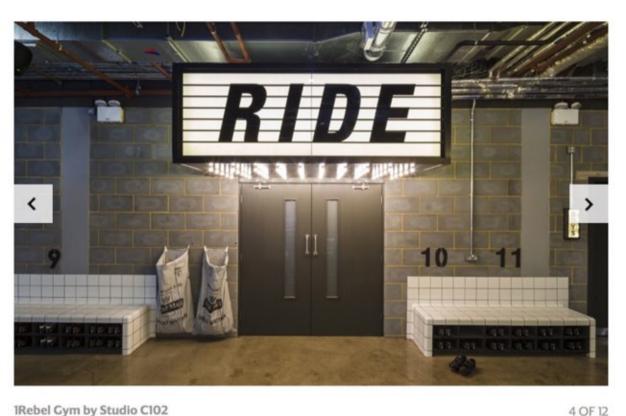


Architecture Design Art Travel Lifestyle Fashion Watches & Jewellery W* Bespoke Galleries

April beauty news: editor's picks

LIFESTYLE / 21 APR 2015





New on the scene is 1Rebel, a new line of boutique gyms, opening its inaugural branch at London's St Mary's Axe. Designed by Studio C102, 1Rebel aims to improve the workout experience by giving its customers an integrated environment, where design and utility go hand in hand. Stripped down to the building's industrial structure, the result is a theatrical workout space, where exercise becomes an event in itself, with sensually backlit studios, a cold press Roots & Bulbs juice bar and changing rooms to fit even the most pampered gym-bunny.



5 OF 12

Copper, tile and galvanized steel finishings line the urban boudoirs and fully-stocked Hollywood style vanity tables, 1950's leather barbershop and SMEG fridges with post-workout chilled towels equip the changing rooms. Bespoke 1Rebel playlists accompany intensive classes offered on pay-as-you-go basis. A perfect place for the fitness obsessed, whose routines require a carefully curated environment.

1Rebel, 63 St Mary Axe, London, www.1rebel.co.uk

Writer: Sebastian Jordahn

