

Premium personal training fitness brand opens first outlet in Hong Kong (with photos)

â€Premium personal training fitness brand Physique Evolution announced today (November 20) the opening of its first fitness studio in Hong Kong, taking the first step in accessing the local fitness industry.

Physique Evolution was founded by Mr Luke Crawley, a former British international athlete, in 2016. The fitness studio covers approximately 5 000 square feet and is located in the heart of Central, commanding spectacular views of Victoria Harbour. It offers a wide range of equipment and diverse packages that address specific physical conditioning and fitness needs.

Mr Crawley said that Hong Kong' sophisticated fitness industry offers a perfect foothold for his concept. "Hong Kong has an affluent market base with many health-conscious high net worth individuals living and working here. Our studio is extremely accessible, connected to the Central footbridge system which ensures that one does not need to set foot onto the main road," he said.

"We want to create synergy in positioning Physique Evolution to be a market leader in premium personal fitness training and also providing strength and conditioning programme management for young athletes. In addition to our core service proposition, Physique Evolution will be working with Hong Kong's young aspiring Olympians and professional sportsmen and women, something close to my heart," he added.

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "Hong Kong people are increasingly health-conscious and care about physical appearance. This creates a genuine demand for premium fitness companies like Physique Evolution. We wish it every success in the city and beyond."

About Physique Evolution

Established in 2016, Physique Evolution offers personal training services to help customers to create their personalised fitness journey. It also provides small group classes, enabling interaction with others whilst establishing a social place for improving one's fitness. For more information, please visit pehongkong.com.

About Invest Hong Kong

Invest Hong Kong is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for

overseas and Mainland companies. For more information, please visit www.investhk.gov.hk.

For photos, please visit www.flickr.com/photos/investhk/albums/72157711855986482.

