



## **Twerking Still Hot! Short Attention Span Workouts Reign for 2014 High Heels & Hybrid Classes Appeal to Fitness Fanatics in New Year**

December 2013 – Toronto – People with short attention spans, high heel aficionados and yoga devotees all have something in common; they're getting the fitness workouts they want in 2014. Fitness expert and owner of [Brass Vixens Fitness Studio](#), Shannon Crane, shares her top fitness trends and hot predictions for 2014.

### **Hot Fitness for 2014**

Top workouts for the New Year include Fly Yoga, CrossFit, combo workouts, intense core muscle training, small group personal training and dancing in heels workouts.

"The fitness world has never been so exciting! There is so much choice – from aerial yoga to twerking to new hybrid combo classes – I love how innovative and responsive the industry is right now," says Shannon Crane, fitness expert and owner of Brass Vixens Fitness Studio.

Crane's top three fitness trends she's brought to her Toronto fitness studio cater to three distinct groups: people short on attention with high energy; non-dancers who want dance-based workouts in high heels; and yoga fans who want to diversify their studio practice.

### **The Combo: for easily distracted and bored fitness types**

Combo workouts are the fitness answer for people with short attention spans. Combo classes typically combine two different workouts into one class, for example at Crane's studio she combines Pilates and aerial yoga with pole dance fitness. The aim is to switch up the routine throughout an hour workout to maintain interest and commitment.

### **Brass Vixens combo classes to try: Sense and Flexibility & Sexy Time.**

### **High Heel Fitness: for women who love fancy footwear and want to dance**

Dance-based fitness classes are typically for non-dancers looking to improve coordination and technique in heels, as well as work up a sweat. Learning to dance well in high heels is a confidence booster, and many women enjoy taking moves learnt in class directly to the dance floor. High heel workouts are part of the sexy fitness trend that women now own.

### **Bring your heels to these Brass Vixens classes: Sultry Swagger Burlesque, Dance Up A Sweat, Sexy Time & Chair Dance.**



### **Fly Fitness: extending yoga into uncharted territory**

Crane's approach to her studio's take on yoga-based fitness is to make it deeper, sexier and less conventional. Options include aerial fitness where students contort and stretch in hammocks hanging from the ceiling. Fly fitness pairs well with the studio's pole dance classes, helping to advance pole students to higher levels of pole tricks through increased aerial confidence, improved core strength and flexibility. Fans of yoga love the newness of aerial, and the unexpected connection to pole fitness.

**Classes with a fresh yoga twist include: Aerial Fitness, Aerial Flow, Core Flow, Get Flexy with Yin Yoga, Flexy Flow & Balance and Bend (co-ed)**

### **2014 Fitness Predictions!**

**TWERK still works, Pole Dance Heats Up & Women own SEXY**

#### **Who is Twerking in 2014?!**

At Brass Vixens twerking fitness is referred to as the [Twerkout](#). Surprise! The Twerkout is getting hotter and hotter – classes at the studio are sold out and there is often a waitlist. Studio owner Crane doesn't need to predict, *she knows* the twerk is not backing down.

"All sorts of people are doing the Twerkout for fitness. Even if they're not taking twerk to the dance club, my students know it's an amazing workout. Miley hasn't decreased the popularity of twerk class at all – anyways, I don't allow any Miley music at my studio," says Crane. "In terms of fitness: The Twerk Works!"

#### **Pole Dancing: Hot or Not?**

"Pole dance fitness is hotter than ever! I've the highest attendance ever, and pole is just getting more popular. I think people are finally over the taboo of pole dance as fitness," says Crane.

She attributes the popularity of [pole dance workouts](#) to prime time TV dance shows, like *So You Think You Can Dance*, movies like *Magic Mike*, Rihanna videos and reality TV. Taboos broken, she is seeing more men taking to the pole, and her female students are of all ages and ability. The number one reason she says her students love the pole is that it makes them so strong.

#### **The hottest fitness trend for 2014: Sexy Fitness Workouts!**

Sexy fitness has made its way from the bedroom to the fitness studio – and women love it! Crane predicts this is the hottest trend of 2014 and it has been a long time coming. Almost all of Crane's fitness classes



have a sexy attitude; she attributes the popularity to a non-judgmental and relaxed studio environment. The hot classes women are signing up for include: Burlesque, chair and pole dancing. Crane even offers sexy yoga.

“The reason sexy workouts are gaining in popularity is that women can take what they learn in class anywhere; their new abilities and hot moves translate to real life situations. Show off at a party—do the splits. Girls’ night out—share your sexy dance moves. It’s your lovers’ birthday—gift a private lap dance,” says Crane.

For more discussion on top trends including fitness tips from Crane and/or to arrange a workout demo, please contact Brass Vixens media rep, Sonja Andic, [sonjaa@swiftkickpr.com](mailto:sonjaa@swiftkickpr.com)

**In other news! Brass Vixens Fitness second location opening on Yonge Street in downtown Toronto January 2014.**

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**Media backgrounder** <http://www.brassvixens.com/media-takeaway-pdf/>

#### **ABOUT**

Brass Vixens offers over 200 pole dance and fitness classes a month where women (and men) of all levels and ages can get down, get fit and get sexy! First for Pole Dancing in Toronto, Brass Vixens also offers the latest in fitness exercise including [Twerking](#), Hula Hoop, Aerial Fitness, Burlesque & Chair Dancing. Private fitness parties to celebrate Birthdays & Bachelorette Parties are two of our most popular bookings. Small group personal training sessions also available. January 2014 Brass Vixens is opening second location downtown on Yonge Street.

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