Fiit partners with Hussle, giving their multi-club customers access to the UK's most in-demand Personal Trainers in their pocket

Wednesday 20 November, 2019

Fiit, the UK's top-rated fitness app, has announced its recent partnership with fitness marketplace Hussle, helping multi-club gym-goers across the country make the most out of their work-outs by providing them with on-the-go access to the Fiit app.

The partnership is perfect for consumers that use Hussle to work-out at different gyms across the country and aren't able to benefit from traditional club personal training services.

These customers will now have access to content provided by some of the leading personal trainers in the UK, and will be able to join classes available on the Fiit app, offering the ultimate flexibility for those looking to join boutique-style gym classes, wherever they are located.

For Fiit customers, the collaboration with Hussle enables them to access almost 3,000 gyms, health clubs and spas around the UK, introducing an in-club experience to supplement the app-led content they receive - ensuring Fiit becomes the most inclusive fitness app on the market.

'Our mission at Fiit is to make exercise a habit for everybody, so we're excited to partner with Hussle whose national network of gyms and health clubs provides customers with access to fitness facilities wherever they need them. We believe providing gym-goers with digital access to 25 of the most in-demand personal trainers is the next frontier for the gym of the future. Whether someone is looking to do HIIT, strength training or Yoga, with over 400 classes available, the Fiit app has them covered.' Ian McCaig, Co-founder of Fiit.

'Working with Fiit is the perfect partnership for Hussle in terms of engaging the Gen Z and Millennial audience we target for our fitness operator partners. The way in which people consume fitness has irreversibly changed and we believe collaborations with market-leading content producers like Fiit are a great way to increase overall participation, especially across younger demographics.' Lawrence King, Head of Commercial Partnerships at Hussle.

ABOUT FIIT

Website: https://fiit.tv

Fiit is on a mission to keep everybody moving, to help millions of people reap the rewards of regular exercise. And to ditch the old formula that's failed to keep us motivated.

Fiit is the UK's leading interactive fitness app giving you unlimited access to hundreds of specialist classes led by the most in-demand personal trainers, from the comfort of your own home. As an app that connects straight to your TV, members can choose from a variety of fresh, daily content - from HIIT to Hatha - streaming the best of boutique studio fitness into your living room, allowing you to work out from anywhere in the world.

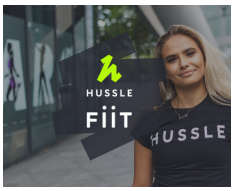
It starts with Fiit Free. Boutique-style classes led by industry experts, minus the hefty fees. Members can access some of the best classes on the app, wherever they want, forever. For those who want to take it to the next level, Fiit Premium unlocks all the classes and personalised training plans, as well as the use of the Fiit device (chest-strap) to track your performance and live feedback on the dashboard.

Fiit is co-founded by a team of ex-Google employees and Qubit founders. They are on a mission to help millions of people globally reap the benefits of regular exercise. Encouraging people to become more active by providing a credible alternative to gym chains. Coining the term 'Netflix of Fitness', Fiit is disrupting the traditional model, by offering on-demand fitness at the touch of a button. The Fiit app casts to the TV via AppleTV or an HDMI cable.

ABOUT HUSSLE:

Website: https://www.hussle.com

Media:



Related Sectors:

Health :: Leisure & Hobbies :: Lifestyle & Relationships :: Men's Interest :: Sport :: Women & Beauty ::

Related Keywords:

Hussle :: Fiit :: Gyms :: Gym :: Personal Trainer :: Fitness :: Lifestyle ::

Scan Me:

Hussle is powering UK gym growth by leveraging the scale of its partner gym network to provide national marketing campaigns through commercial partners, social media influencers, TV campaigns and world class digital marketing. Working with the likes of Nuffield Health, Bannatyne Health Clubs, SLM and Places for People Leisure, Hussle now works with almost 3,000 gyms and health clubs across the UK

Company Contact:

Hussle

T. 07581084636
E. gabriele@hussle.com
W. https://www.hussle.com

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.hussle.pressat.co.uk