Go With The Online Flow!

Wednesday 24 June, 2020

Virtual Flow Studio opens its online doors to its fully virtual yoga and Pilates studio. Utilising lag-free, HD video-streaming technology, the British start-up is bringing the much-loved practice to a modern-day audience.

In the recent months, we have changed and adapted our approach to practicing yoga and Pilates online. With the ease of live stream classes, it has given us the flexibility to practice anywhere, and still be connected to a teacher. Appetite for this will only continue as a new way of practice moving forward.

One of the unique features Virtual Flow Studio offers, is the coaching element. As part of the service, users can record themselves practicing yoga or Pilates, and send it to their instructor for review. The instructor will provide helpful feedback on common issues like posture and alignment, as well as general guidance to enhance performance and prevent injury.

Virtual Flow Studio's co-founder, Jolyene Yong, said: "We're a passionate team of eight experienced teachers coming together from across the UK, responding to the ongoing need for wellbeing.

"Unlike other studios forced to pivot online, our business model is uniquely based on a complete online experience and building a UK-wide connected community. We have classes from sunrise to sunset every day of the week. By practicing live with us, clients get to interact with our teachers during the practice wherever they are.

"There are more people than ever working from home – a trend that is only growing, and Virtual Flow Studio is here to guide newbies and experienced clients alike. Even beyond lockdown, we are very much here to stay!"

Since the service is entirely online, everyone can benefit such as shift-workers, parents, and health professionals. Virtual Flow Studio live streamed classes can be enjoyed anywhere – from the comfort of your home, to the tranquillity of a park. All you need is internet access and a device. Taking a step further, there is nothing stopping you from practicing with friends and family in different countries at the same time.

There are 25 yoga and Pilates classes a week to choose from and classes are suitable for all levels. They range from morning Yoga Flow for early risers at 7.15am - a prelude to the working day, morning Pilates, lunchtime Chair Yoga, and Candle Light Meditation and Yoga Nidra in the evenings from 8.30pm for winding down.

Guests can book lessons on a class-by-class basis, catch-up on missed classes using video on demand and take on the coaching sessions to improve their practice.

Some of the benefits of attending Virtual Flow Studio lessons include:

- Highly affordable – classes start from £6.50 (or £30 for a block of five)
- Coaching and feedback from experienced teachers
- Recordings of classes available to clients who could not make it for classes
- Clients get to enjoy the convenience and comfort of practicing in their preferred space
- Classes are designed for both beginners and experienced students in yoga and Pilates, covering breath-led practices to calming evening meditations

The studio plans to expand its offering to corporate classes for home-workers. Interested businesses can be the first to join at: hello@virtualflowstudio.com

For more information, or to enjoy a class, please visit: virtualflowstudio.com and visit @virtualflowstudio on Instagram and Facebook.

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