

SELECT A CITY ▾

POWER 100  
Highlighting Pittsburgh's most influential leaders >

YOUR ACCOUNT  
terri@specialtygroup.c... ▾

INDUSTRIES & TOPICS

NEWS   LISTS & LEADS   PEOPLE & COMPANIES   EVENTS   LEADERSHIP TRUST   MORE...

Q

## FOR THE EXCLUSIVE USE OF TERRI@SPECIALTYGROUP.COM

From the Pittsburgh Business Times:  
<https://www.bizjournals.com/pittsburgh/news/2020/02/27/fitness-boutiques-a-growing-user-of-retail-space.html>

# REQ: Fitness boutiques a growing user of retail space

Feb 27, 2020, 9:00am EST

Shannon Striner had a goal in mind with the new TruFusion franchise she's opening with her partners.

It was to provide as many fitness offerings as possible in one place, eliminating the task of going to five or 10 different places, which she has to do now.

Shooting to open the first of a planned four locations in the region at the Cork Factory Lofts in the Strip District by November, Striner said TruFusion will offer a selection of spin classes, yoga, kettle bells, bootcamps, pilates and barre classes.

"There's no fitness studio that has all of these under one roof," said Striner, who is engaged in the franchise venture with husband Jason, along with Chrissy and Adam Timko. "That's what makes us so unique."

A fitness studio needs to be unique these days, given how much competition there is in the space.

In a retail sector where more traditional stores are harder to come by in an age of e-commerce, fitness studios are a niche that's meeting demand as part of a larger wellness trend.

The Strip District may be the biggest proving ground right now for new fitness concepts.

TruFusion is moving into a building on Smallman Street that's already home to Meraki Studio, which offers a variety of Barre, pilates and trampoline classes. A few blocks away, Mount Lebanon-based Mecka Fitness is preparing to open a new Strip District location.

Fitness studios are also a core commercial tenant for Oxford Development Co. within its parking garage at 3 Crossings.

There's also Panthro Fitness, Intrepidus Fitness and Elevate Fusion Fitness, which recently moved to Smallman Street from its previous location in Lawrenceville.

Terri Sokoloff, a principal of Specialty Group, experienced the phenomenon when she was hired to lease out the first floor commercial space of an apartment building at 1625 Penn Ave. in the Strip.

While she was hired based on her experience with restaurants, Sokoloff leased a portion of the space to F45 Training, a fitness studio providing 45-minute classes.

To Sokoloff, the financial logic was compelling, given it is a lot less expensive to build fitness studio space than to install a commercial kitchen.

She expects local F45 franchisee Kathryn King to find a ready clientele when she opens, given the wave of development happening in the Strip.

"There's a lot of people down there that can take an exercise class and don't have to join with a membership and can be done within an hour," she said.



MECKA FITNESS  
Mecka Fitness in Mt. Lebanon

**Tim Schooley**  
Reporter  
*Pittsburgh Business Times*

