

Boutique fitness studios gain in popularity

By Rachel Bachman, Wall Street Journal

Alison Dougherty used to pay \$30 a month for a health club membership. She's much happier now that her fitness expenses average \$500 a month.

The 27-year-old New York marketing professional exercises at Title Boxing Club NYC. She spends \$139 monthly for unlimited classes and \$100 for weekly personal-training sessions. She says even though the boxing studio presents fewer options, the workouts are more fun and effective than her treadmill-and-weights sessions were at the gym.

Specialized fitness studios used to be pricey enclaves for a few fanatics. But the ranks of their fans have surged, and now stand-alone cycling studios, boot camps and ballet barre rooms are transforming the fitness industry.

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