

IN-STORE

TechnoHome advances at home fitness with Technogym partnership

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Technogym's Cross Personal elliptical

By JEN KING

High-end home gym designer TechnoHome is offering affluent consumers in-home wellness experiences through a new partnership with Italian fitness equipment manufacturer Technogym.

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Luxury Daily

The partnership aims to revolutionize the luxury home fitness market with the launch of Technogym's Personal Collection to outfit bespoke exercise rooms. With innovative designs, the Personal Collection fitness equipment will meld with the decor found elsewhere in the home of discerning consumers.

"Design was of utmost important to offer the affluent consumer fitness equipment designed to integrate with the home decor and design of their home," said Larry Gulko, founder of **TechnoHome**, New York.

"Prior to the Personal Collection being created, the consumer purchased commercial grade equipment similar to what he/she used in their gym for their home use," he said.

"TechnoHome identified an opportunity in this niche market segment and is now offering for the first time a luxury/lifestyle fitness and wellness solution packaged with personal

training and nutrition."

Work it out

After discovering a niche in the home fitness and wellness market, TechnoHome worked with Technogym to offer a unique private gym solution for the top 5 percent of affluent consumers. For affluent consumers, the draw of having a state-of-the-art gym within their homes is immense as many do not have the time to visit public fitness centers.

With luxury products and one-of-a-kind innovation, TechnoHome is offering a solution through personalized wellness packages that cater to this specific demographic of consumers.

Technogym's Personal Collection includes the brand's Kinesis Personal, a wall-mounted functional trainer available in steel and mirror or leather, the Run Personal treadmill, the Recline Personal recumbent bike, the Cross Personal elliptical and the strength trainer, Unica. Each machine in the collection is made of a metal armature instead of common plastic.



Technogym's strength trainer, Unica

The Personal Collection equipment was designed by Italian furniture and industrial designer Antonio Citterio to ensure that the aesthetics of the machines parallel the surrounding decor in affluent homes. Mr. Citterio has designed products for Hermès,

Swiss furniture brand Vitra and contemporary lighting company Flos.

Mr. Citterio's designs, according to president and founder of Technogym, Nerio Alessandri, draws on nature and science to "translate" 30 years of research and product development into a design concept.

According to [Bloomberg](#), many pieces in the collection include an integrated Unity tablet with Visioweb software. The software, ran on an Android platform, allows the user to compare workout performances to past sessions or the progress of other users.

A front-facing camera embedded in the machines also lets users video chat with trainers, doctors, physical therapists or competitors in real time.



Technogym's Unity tablet

Beyond the equipment, TechnoHome also offers a "Dream Gym" package to customize home gyms. The service works to maximize space, from 150-500 square feet, and integrates Technogym's Wellness balls, racks and tool kits into the space in addition to offering consumers personal training sessions with Technogym certified trainers at home.

TechnoHome will launch at Technogym's New York flagship in SoHo.

Living well

Currently, Technogym is part of more than 65,000 wellness center around the world and has been the official equipment suppliers for the last five editions of the Olympic Summer Games.

For example, Trump Hotel Collection tailored the travel experience for health-conscious guests with its Trump Wellness program. The program ties into the hotel group's "Live the Life" slogan by offering affluent consumers more options to personalize their stay.

In on-site fitness centers, Trump is providing exclusive training cards with simple workouts in partnership with Technogym ([see story](#)).

Many hoteliers work to support the healthy lifestyles of its affluent guests.

For instance, The Ritz-Carlton, Kapalua, HI, enhanced its wellness initiatives by recruiting fitness coaches to lead a four-day workshop Oct. 31 to Nov. 3.

The “E Malama Kou Kino” or “Care for your Body” workshops invited both guests and local citizens to take part to help balance mind, body and spirit under the guidance of health and wellness practitioners. Increasing the credibility of the hotel’s fitness initiatives will resonate with guests passionate about leading healthy lives ([see story](#)).

Personalized experiences, even during physical fitness, is coveted by affluent consumers.

"The audience we are targeting are high net-worth consumers who are extremely successful in their business and professional worlds and value the opportunity to enhance their wellbeing - both physically and emotionally," Mr. Gulko said.

"With TechnoHome, they can now enjoy a breakthrough workout experience that is not just distinctively designed as museum-like products...but they can enjoy their fitness regimen with the exciting interactivity the screen provides on the equipment," he said.

"From Skype to emailing to surfing the Web - the affluent and savvy consumer now enjoy a totally new entertainment experience while achieving their fitness goals."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/rMJMcx8WSw8](https://www.youtube.com/embed/rMJMcx8WSw8)

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