

Work out, breathe in

A boutique studio in London combines high-intensity exercise with mindfulness. Words: **Iris Goldsztajn**



When boutique fitness studios started popping up in London around 2014, Yulia Pashevkina was among the first to sign up.

The Russian-born entrepreneur couldn't get enough of the infectious energy and sense of community she found there and kept coming back for more. "That hour was just mine," she says. "It was simply a small group and the music and it created so much energy."

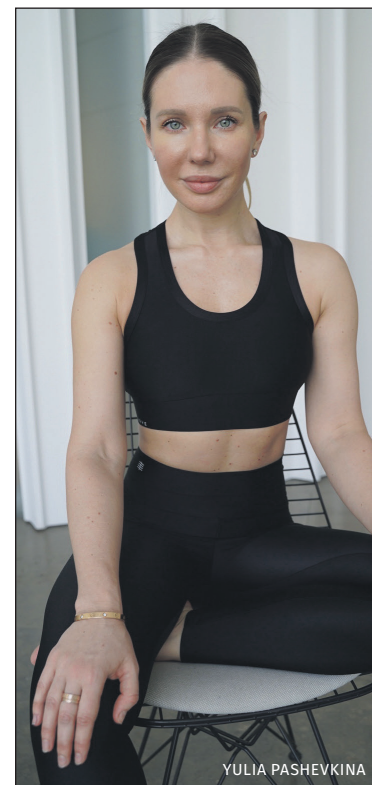
It wasn't until Yulia moved to New York City for a few months that she considered starting her own exercise studio. "I came across a few classes that looked like reformer Pilates, but they weren't," she explains. The classes — transformer Pilates — used a machine similar but with two levels to work on.

"It was super-low-impact, but very intense and I loved it. The only downside was there was no warm up. You went in, did a class and left."

Yulia knew she had to bring these Big Apple-style transformer Pilates classes to the Big Smoke, but was adamant they should include a mindfulness element. The workout had to be challenging, yet leave clients feeling zen afterwards, so the idea for KARVE was born.

For Yulia, lockdown was the perfect opportunity to bring her vision for KARVE to life. While finalising her Kensington studio, she ran digital classes to build a community ahead of the launch.

KARVE's 50-minute classes take you through a high-intensity Pilates session on a bespoke spring-loaded machine before bringing you back into balance with mindfulness and breathing. The guiding thread for the workout is: move like a New Yorker, live like a Londoner.



YULIA PASHEVKINA

YULIA'S WELLNESS TIPS

"Your emotional wellness is just as important as your physical wellness. Even though eating organic, whole foods and exercising often can help you feel your best, you should also feed your soul with things that make you happy. Be sure to spend quality time with people, have meaningful conversations, and make time for self-care by meditating and journaling. At the end of the day, it's all about balance." *karve.club*

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