

Finding the Future of Fitness

“If it’s not shaking, it’s not working,” a mantra made famous by Sebastien Lagree, founder of Lagree Fitness. The French-born fitness guru has packed studios worldwide with devotees addicted to the “shake”.

Sebastien designed a set of exercises, the Lagree Fitness Method, performed on a Megaformer that aims at fatiguing your muscles to the point of exhaustion that is characterized by shaking limbs. His unique brand of intense, yet low impact workout takes you through a dozen exercises in a non-stop, heart-pumping, forty minute routine that’ll leave you shaking, sweating, and feeling exhilarated.

His first studio opened up in 2001 in a tiny apartment in Beverly Hills, CA. What was once a hidden celebrity secret, quickly spread through word of mouth. He has since licensed his method to over 200 studios worldwide and expects to open up another 100 by the end of the year. “Business has grown exponentially and its because the workout is effective, but also because I treat my licensees and trainers with respect,” says Sebastien. If you’re looking to try his method don’t bother looking for the “Lagree Fitness” sign on the storefront. From the Oregon coast where it’s known as Firebrand Sports, to SLT in the heart of the big apple, Sebastien’s Megaformers can be found in studios under a variety of names, all containing the same heart-pumping Lagree Fitness method at its core. What would commonly be seen as a marketing nightmare has actually become a beneficial aspect of Sebastien’s business. “A lot of people thought it was foolish of me to not maximize my brand by having a franchise. But I don’t want to babysit. I created something that I feel is unique, and sharing it has become a collaborative effort that has evolved my business more than I could have on my own. I learn

a lot from my licensees and their local experiences,” Sebastien says. All of his licensees have his direct number so they have full access to his support when they need it, but also have the freedom to make their own decisions. Sebastien

tests, we have seen that heart rate is not only higher during the M3 (Megaformer 3rd generation) workout, but also reaches the higher percentile faster and stays there longer compared to a workout on an elliptical machine.”

Lagree Fitness has always had a philosophy of innovation and pushing the envelope. When he was teaching pilates in the late 1990s, he often felt restricted and constrained on what the pilates reformers could do. “I was tired of having my clients



The ramp lifts the Megaformer to increase intensity.

encourages his licensees to make their studio their own, to be involved in their communities, and to be aware of what clients in the area need out of a studio.

Sebastien is at the beginning stages of conducting clinical trials that compare his workout on his machine to workouts on traditional gym equipment such as cardio machines. “In our preliminary

leave to do cardio or to strength train. With my background in bodybuilding I knew I could offer a better workout that could change their body composition without punishing their joints.” He changed and developed new machines even when other people in the industry told him he couldn’t. Many people felt that he had bastardized and strayed away from proper pilates.



Lagree Fitness is a great workout for men.

“So be it, I said. If I was straying from Pilates, I didn’t want to do Pilates. I knew what I needed to do and in turn created a whole new workout on a totally different machine.” Sebastien still implements this kind of forward thinking in his business today. He has recently come out with an attachment that raises one end of his machine and increases the tension on

each position. The increase in tension maximizes the benefits of the workout and reduces the time of the classes from 40 minutes down to 25 minutes.

Sebastien never wants to be satisfied with the status quo, he is always looking forward to create something new, innovative, and exciting. On its next innovation Lagree Fitness has teamed up with BMW Designworks USA to create the iFormer. Part automobile, part fitness equipment, Sebastien’s next creation continues on the “fast track of fitness” by cutting down on transition times to get his clients to muscle fatigue quicker

than ever. The iFormer has a number of improvements from its predecessors including a gear shift that switches the direction of the resistance from push to pull and vice versa. In earlier models, clients would have to manually increase the tension by adding spring loads, but now it has been automated to a simple touch of a button.

Lagree Fitness is also in production on a body suit with Heapsylon, a wearable fabrics company based in Seattle, WA. Although the suit is still under development, Sebastien has lofty goals for his upcoming invention including the suit being able to give the user a complete diagnostic of their body, complete with ECG, EEG, HRV and not to mention proper alignment when working out on his machine.

In addition to the suit, Sebastien is also executive producing a documentary entitled “The Future of Fitness” and has a release date of 2016. The documentary explores where fitness came from, where it is now, and what role will it play in the future. Motivated by an article in Popular Mechanics that said that the dumbbell would never change, Sebastien set out on a quest to find out if that was really true.



Lagree fitness strengthens without bulking.

For more information call (818) 260-0433 or visit lagreefitness.com

