

BOUTIQUE ROWING CLASSES ARRIVE IN LONDON

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The Engine Room, London

London – Fitness fanatics will soon be able to burn 600 calories an hour at **The Engine Room**, a boutique rowing and personal training studio.

Unlike spin classes or treadmill workouts, rowing provides a full-body workout that can burn over 300 calories in just 30 minutes, utilising 85% of the body's muscles, according to the British Rowing governing body. Due to the strenuous nature of rowing, visitors are advised to complete a ROW 101 induction before they participate in any classes, which helps to improve their technique and protect against injuries.

To provide visitors with data-backed results, The Engine Room offers body and fat testing, which they can then track during the course of their fitness journey via the brand's app.

In contrast to typical gym classes, group rowing offers a more social experience, as individuals work together to row in sync. For more on how fitness classes are changing how we meet, mingle and workout, read our microtrend **Social Wellness**.