



With New York's finest trainers and a star-studded clientele, Performix House is a new premium fitness concept - with a price tag that will make you sweat.

At \$900 A Month, Invite-Only Performix House Is New York's Most Exclusive Gym

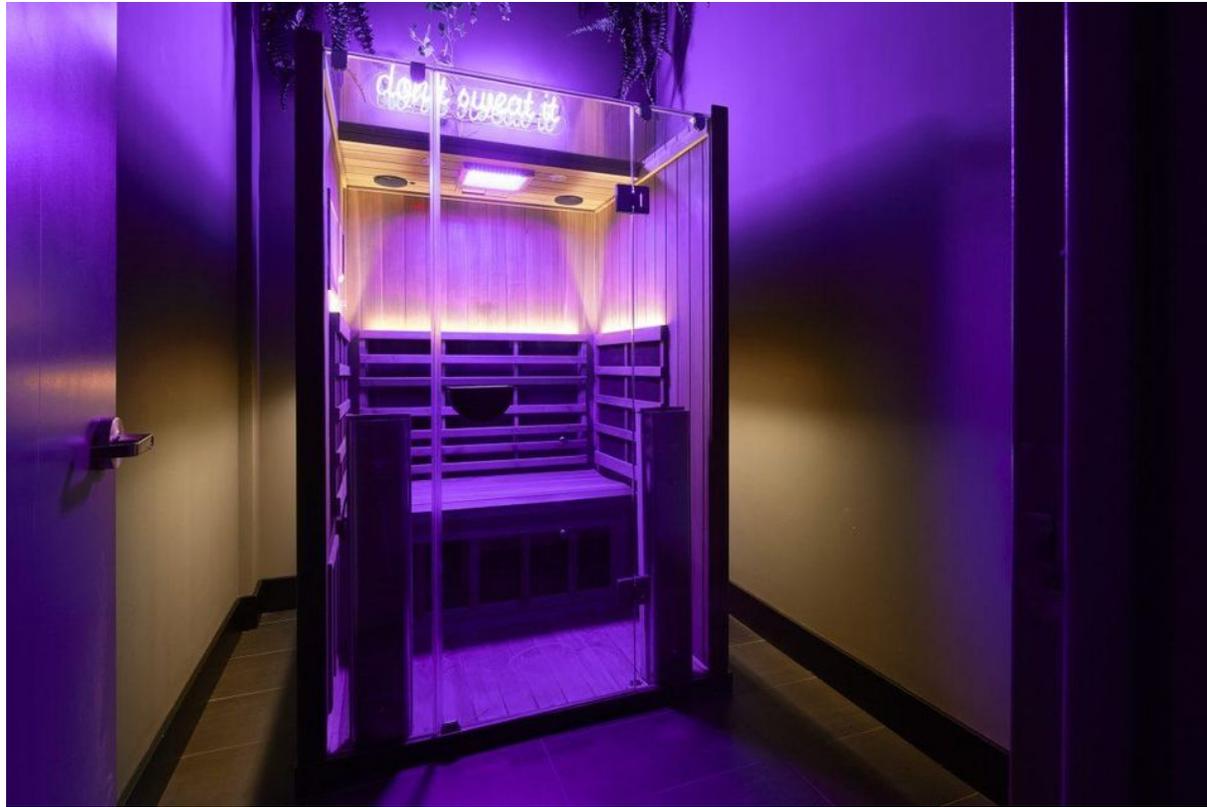


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With a 13% acceptance rate—lower than that of Cornell University—[Performix House](#) is New York's latest elite fitness offering. Touting a roster of “celebrity” coaches such as SoulCycle's Akin Akman, Jess Glazer and Joe Holder, the Union Square location opened in February and features massage facilities, cryotherapy chambers, physical therapy, an infrared sauna, pre- and post-workout nutrition programs and a host of other luxury amenities—including complimentary Voss water.

“We've handpicked the best minds and brought together different methodologies and modalities of training into a creation and collaboration ground for the best fitness personalities in New York,” says Matt Hesse, founder and CEO of Performix House. He

socializing, because people want a community of like-minded individuals,” Hesse says. The membership-only fitness incubator is an extension of [Performix](#), a sports performance supplement brand sold in GNC and The Vitamin Shoppe.



A state-of-the-art sauna is just one of Performix House's many luxury amenities. PERFORMIX HOUSE

Even if they can afford the steep monthly membership fee, prospective members must submit an application and are handpicked by the Performix House team. From nearly 1800 applications, Hesse accepted about 230 members. “I wouldn’t say that we are selective in the type of client we’re looking for, and I would never say that we are exclusive in that [membership] is not obtainable,” says Hesse, who is already eyeing new markets and locations for Performix House’s expansion. “We’re not aesthetically based, we want people who are driven to become fit.”

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Among those selected for membership are DJ and wellness influencer Hannah Bronfman, and models Nina Agdal and Devon Windsor and Martha Hunt. Performix House will accept around 50 more members before the end of the year to facilitate steady expansion, and the House will have no more than 450 members. “I can’t say that it’s inclusive or exclusive,” Hesse adds. Performix House also regularly collaborates with activewear brands to create custom gear each season, provided to members and trainers alike.



On the application to become a member of Performix House, applicants are asked one question: "how do... [+]

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The lowest tier of membership begins at \$249/month, which does not include independent gym access: members must have a scheduled personal training session with one of Performix House’s trainers to use the fitness facility. Hesse explains that Performix House “stays out of the financial relationship” between you and your personal trainer, and doesn’t take a cut of personal training fees. Members are only allowed “keys to the house”—independent gym use without a trainer—at the second tier for \$399/month, along with expanded amenities such as nutritional consultations and cryotherapy/sauna sessions.



Only at the top tier—a cool \$899/month—do members enjoy the luxury of unlimited access to Performix House’s premium offerings, including massages. Hesse estimates that around 90% of Performix’s current clientele fall into the lower two membership tiers, leaving only 10% (around 23 people) forking out top-tier fees. Group fitness classes at Performix House range from \$30 to \$60 and are open to nonmembers, who must enter through a back elevator—preventing access to members-only areas. A day pass to Performix House with a personal training session and all the trimmings will set you back \$499.



As for its elite trainers, Performix House views them as collaborators, not employees. They have access to Performix House’s shooter, videographer and editor to create content in a dedicated studio within the space. “For those group trainers who don’t spend a lot of time on social media, we’re helping them connect with their consumers and grow their following,” says Hesse.

“Fifteen years ago, Equinox was the leader in disruptive high-end fitness, but now it’s become more of the norm,” says Hesse. “The consumer’s desire for fitness has evolved.”

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