



**Vintage meets Vinyasa at 'Yoga in a Boutique'**

**Fever London, Eastcastle Street, London, W1W 8ED**

**Monday 24<sup>th</sup> and Tuesday 25<sup>th</sup> October, 2011**

Following the success of Boutique Run in 2010 and 2011, the latest event from Boutique Sport didn't fail to impress. By once again combining exercise with fashion - 'Yoga in a Boutique' - an exclusive event held at Fever London, on the 24<sup>th</sup> and 25<sup>th</sup> October, saw 50 ladies treated to an intimate evening of yoga, drinks, nibbles and boutique shopping!

'Yoga in a Boutique' was the culmination of Boutique Sport's month long celebration of all things yoga - Yoga October – and included a beginners Flow Yoga class taken by Yeotown teacher Carole Hejtmanek, whose charm and encouragement provided the perfect atmosphere to melt away any stresses from the day! Following the class the budding yogi's were treated to a refreshing Vita Coco, 100% pure coconut water and delicious yoga-inspired nibbles courtesy of local restaurants Imli & Ping Pong!

With 20% off all purchases made on the night on offer, guests were able to make the most of this season's vintage-inspired designs at Fever. And if that wasn't enough, to round off a special evening, all ladies left with a FREE Boutique Sport 'bouti' bag including BEAR Nibbles' baked granola and hair styling products from VO5!

Boutique Sport's next initiative kicks off with the launch of its Running Club on Tuesday 1<sup>st</sup> November in association with Good Vibes Studio, Covent Garden. Departing at 6.15pm every Tuesday from outside Good Vibes, the running club offers a gentle guided 4km run, with the use of changing facilities, showers and lockers at the studio. With the clocks going back and the evenings getting darker, this is the perfect opportunity to work-out in the safety of a friendly group, whilst staying motivated this winter!

Entry is free so simply email [info@boutiquerun.com](mailto:info@boutiquerun.com) to secure your place.

Boutique Sport plans to grow the campaign with the introduction of more exclusive events like these, so sign up for their newsletter at [www.boutiquesport.com](http://www.boutiquesport.com) to be the first to hear what's coming up!

**Notes to editors:**

**About Boutique Sport**

*Boutique Sport is a women's only campaign designed to encourage young women to maintain active and balanced lifestyles, by breaking down the barriers to participation and creating opportunities for them to take part in physical activity and premium events. Boutique Sport uses hooks that resonate with the target market - such as fashion, beauty and friendship - to gain their interest and keep them motivated and engaged. Following the launch of Boutique Sport in 2009, the campaign saw successful delivery of Boutique Run at Battersea Park, London in July 2010 and 2011. Boutique Sport plans to grow its events calendar with the introduction of a variety of exclusive events such as yoga, pilates, cycling and dance.*

*For further information on Boutique Sport please contact Leigh Jenkins on 0207 299 0913 or [Leigh.Jenkins@limelightsports.com](mailto:Leigh.Jenkins@limelightsports.com)*