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Kajoma Pilates gift boxes to encourage new starters

By Bill Edgar @CourantBillReporter



A Tynedale pilates business has used the past year as a chance to expand and evolve.

Katherine Brady, of Kajoma Studio in Corbridge, launched online classes at the start of the lockdown to ensure her clients continued to receive their fitness fix.

And after closing her doors for the second time this year Katherine is determined to continue her popular pilates sessions.

"I have now put together pilates gift boxes and gift vouchers," she said, in a bid to keep clients engaged and to attract new starters.

Many who took up the activity earlier this year have since become experts and Katherine said her business has experienced a second wave of popularity in the second lockdown.

"I am trying to increase my traffic for the online classes, which is better than no sessions," she said. "But there's two things I miss from in-person sessions: the importance of the instructors eye and the tactile work and movement to get people into better alignment."

Kajoma's participants have found themselves with more time on their hands, and Katherine said that has allowed people to attend more sessions.

She said: "I recommend three to four sessions a week to be able to fully experience all the benefits."

The Kajoma gift boxes contain pilates items and a gift voucher to gain access to the Kajoma online classes, which have been designed as the perfect gift for any new starter to pilates.

For more information or to buy a gift box, visit: <https://www.kajoma.co.uk>