

BEHIND REFORMED PILATES

Kate’s journey into studio ownership began at a pivotal moment in her life. While working full-time as a teacher in Sweden, she was balancing the demands of her career with raising three children and trying to maintain a sense of personal life. She found herself giving everything to the 30 children in her classroom, often returning home with little left to give her own family. Something had to change.

Having developed a love for Reformer Pilates and recognising a gap in the Swedish market, Kate began exploring the idea of opening her own studio. However, she knew that a traditional model, requiring her to be physically present and teaching constantly, wasn’t sustainable in the early stages.



THE ULTIMATE DECISION

While searching for a way to combine her passion for Pilates with a more flexible career path, Kate discovered Your Reformer. The integration of on-demand Kiosks paired with the Reformer presented a solution that aligned perfectly with her needs.

This model allowed her to build a business alongside her full-time role, offering members the ability to choose sessions that suited their level and pace, without requiring her to be in the studio at all times. It was, as she saw it, the ideal bridge between where she was and where she wanted to be.

THE PERFECT STUDIO SETUP

Kate now operates two Reformer studios, one in Sweden and another in Brighton, which she runs alongside her business partner, Fran.

Both locations are equipped with Studio Reformers and KioskPros, creating a consistent, tech-enabled experience across markets. In Sweden, where Kate also teaches, the studio includes additional accessories such as pregnancy wedges and Gondola Poles to support a broader range of clients.

BUSINESS IMPACT

The introduction of on-demand, self-guided workouts has been transformative for Kate’s business model. Members are able to attend sessions at times that suit them and progress at their own pace, creating a highly flexible and personalised experience.

This has also enabled the studios to operate with extended opening hours in a largely unmanned capacity, maximising accessibility for members while maintaining operational efficiency.

The success of the studios has been so significant that Kate was able to take a sabbatical from teaching to focus on the business and ultimately, she no longer needs to return to her previous career.

“The on-demand model has been a complete game changer, my members can train on their own schedule, and the studio can run far beyond traditional hours.”

MEMBER EXPERIENCE & DIGITAL INTEGRATION

In Sweden, Kate has implemented a hybrid model, with approximately 90% of sessions delivered via KioskPro and 10% through instructor-led sessions and beginner courses.

This balance allows members to choose the experience that best suits their needs, whether they’re seeking the motivation and guidance of an instructor or the freedom to move independently.

The integration of KioskPro has also enabled the studio to operate with extended hours and remain open every day, offering a level of convenience that has become a key part of the member experience. Reformed has recently introduced beginner courses in the UK so that customers can build their confidence on the Reformer before they progress onto their own KioskPro journey.

