

# LOMAX

BESPOKE FITNESS  
NUTRITION & WELLBEING

## BIOGRAPHY

### *Jonathan Lomax*



Deep in the heart of Chelsea you will find a health and fitness Mecca known as 'Lomax Bespoke Fitness, Nutrition & Wellbeing'. Built over three floors, it contains a unique gym set up, featuring 10 fitness pods (or personal gyms), a nutrition-led café and health food shop, a wellbeing clinic featuring physiotherapy, osteopathy and acupuncture services, two high tech reformer Pilates studios, a fusion ballet barre studio. On top of all of this, Lomax is home to London's first ever RealRyder® indoor cycling studio.

The brains behind this operation belong to Jonathan Lomax, a man of charm and distinction so dedicated to his business and individual clients that the Lomax classes and PT sessions have permanent waiting lists of faithful followers all passionately living 'The Lomax Way'. Along with a wealth of fitness academia built up over 14 years from all around the world, Jonathan holds a Masters Degree in English Literature and has spent many years combining his love of fitness whilst working in financial services and advertising industries.

Jonathan's background is the reason Lomax is so unique in that its offerings are both luxurious and affordable – tailor-made to suit individual needs yet accessible to all, via a no-membership policy and services built for efficiency and above all results.

Since Jonathan founded the company in 2006, he has been working hard to build a team of professionals that ensures excellence throughout the company, and its success to date is thanks to a stellar squad of health experts and trainers that resonate Jonathan's ambition and commitment, working together to deliver an integration of fitness, nutrition & wellbeing.

As well as being accessible to all, its location combined with magnetic atmosphere and results driven ethos has lead to Lomax featuring as part of the social scene for London's "it" crowd, fashion editors, models, and professional sportsmen and women.

Jonathan is very much a part of the everyday at Lomax, he has created a haven like no other that combines the intimacy of individual bespoke health, the fun of social club, the relaxed atmosphere of a health spa and the

friendliness of a 'home from home'. Some go to train, some go relax, some go to socialise, but one thing is for certain, nobody leaves without a dose of 'feel good factor' and an urge to get back there as soon as possible!

## QUOTES:

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*'Since it opened on Fulham Road in February, London's "it" crowd and fashion editors have been beating a path to work out in one of the individual Lomax fitness pods, spinning or Pilates classes. And when they're not combating crackberry stress with reflexology or massage in the wellness clinic, they're meeting in the café, lapping up metabolism-boosting post-training pina colada smoothies and poached salmon salads. It's all pay as you go but so devastating (and quick) are the results, they go, go and go back again.'*

Bella Blissett – Evening Standard

*'I am loving Lomax PT has reignited my passion for exercise again for which I am truly grateful and my partner and my friends are loving it so much too. Great concept. Great quality product. You will go far!'*

Lorraine Pascale – BBC Chef and Supermodel

*'This was one of the most high octane and enjoyable classes I have done in a long time. I'm a convert and will definitely be back for more'*

Spa Junkie – FT How To Spend It

## NOTES TO EDITORS:

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### **More about Lomax Bespoke Health:**

With its flagship site in Chelsea featuring 10 fitness pods (or mini gyms), a nutrition-led café, a clinic featuring osteopathy and acupuncture, state of the art reformer Pilates studios and the first ever RealRyder® cycle studio in the UK, Lomax is unique in that its offerings are both luxurious and affordable – tailor-made to suit individual needs yet accessible to all.

### **More about 'The Lomax Way':**

A contemporary and highly personal service beyond the reaches of pure fitness, 'The Lomax Way' has resonated so completely with the locals of West London because it is a reflection of Jonathan Lomax's own personal ethos: health conscious, fitness focused, but reality based. Every life has its distractions — a friend's wedding, a holiday meal, a night out — this means that you have to make the most of the time you do spend taking care of your body. This is precisely the method that informs The Lomax Way: efficient & results driven while allowing for the everyday life.

For more information or hi-res imagery please contact - Hilary Rifkin, Head of Marketing 0871 512 0770 (office) or 07834 569 048 (mobile) [Hilary@lomaxpt.com](mailto:Hilary@lomaxpt.com).

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