

# LOMAX

BESPOKE FITNESS  
NUTRITION & WELLBEING

## BIOGRAPHY

### ***Jonathan Lomax***

*Founder & CEO of Lomax Bespoke Health*



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 12 fitness pods (or personal gyms), a healthy café, performance-orientated wellbeing clinic featuring physiotherapy, osteopathy and sports massage services, a high tech reformer Pilates studio and state-of-the-art 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 and wellbeing. As well as being accessible to all, its location combined with magnetic atmosphere and results driven ethos has led 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

---

*'You'll laugh, you'll cry (from the hellish combination of jump squats and medicine ball burpees), you'll eat kale soup with protein powder and you'll drink your own body weight in herbal tea. Then you'll drop half a stone in three weeks and wonder why you never tried it before.'* – **Tatler Magazine**

*'I am loving Lomax. Jonny 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**

## AWARDS

---

Tatler Gym Awards 2014 – 'Best for Getting Tough'

Tatler Gym Awards 2013 – 'Best for TLC'

– Ends –

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