



Set for US success

Alex Tilbury

BRISBANE duo Jade and Tanya Winter have created a sleek and successful range of pilates DVDs, which are now being sold in the US.

The couple – who own the Studio Pilates International at Hawthorne – have created a number of pilates workout products which have been picked up by a major US distributor.

The DVDs, which feature Jade and Tanya on the covers, have just been picked up by American DVD distributor Watch it Now – it distributes its products to Wal-Mart, Target, Barnes & Noble and Best Buy in

the USA.

Watch It Now Entertainment also distributes US celebrity Kim Kardashian's workout DVDs, such as *Fit in Your Jeans by Friday*.

Jade, a former Australian Olympic swimmer and fitness expert, says he and his wife established their first studio in 2002.

Clients include local swimming talents and members of the Australian swim team Stephanie Rice, Brendan Cappell, Kenrick Monk and Sophie Edington.

Tanya broke her back in a skiing accident and has since made a full recovery through rehabilitation work with pilates.

“We are very hands-on in our instruction and aim to get our clients some great results, but we know not all our clients can come as often as they like. So that’s why we created the DVDs, workout mats and balls and unique pilates products,” Jade says.

“It’s ideal for people who live further away or cannot get to the studio very often.

“The DVDs are convenient and cover the whole body, they are available nationally and now internationally.

“It’s been growing slowly and for us we hope it increases our exposure in the US as we intend to replicate our business model through a franchise network in

the US. We hope this gives us a brand presence.

“We have the infrastructure to do it, so it is very exciting as we have a global multimedia capability.

“Pilates is a workout and is great for core stability but it can really target people’s problem areas using spring resistance.

“For some people they think they have to get good at pilates before going to a studio, but that is not the case. You can start at any level. We have people who cannot move to Olympians and all in between.

“But the DVDs will help you progress quicker.”



EXPANDING: Tanya Winter and husband Jade have released a range of pilates DVDs aimed at the US market. **Picture: Mark Calleja**