

# THE LIBRARY

A public space : ( ), for: Intelligent thinking



**Category:** 7.0 Interiors

**Sub-category:** 7.2 Leisure

**Client:** The Library

**Brand design consultancy:** Pearlfisher

**Submission date:** June 2014

*Non confidential - For publication*

## ***1.0 Executive summary***

### ***Designing The Library: a signature flagship gym dedicated to mind and body symbiosis.***

For too long, most gyms, fitness and leisure centres have been either 'cattle markets' or 'sweat boxes', ultimately making them very uninspiring environments to spend time in. Zana Morris, a training and nutritional specialist, set to challenge the classic, functional fitness model and create a new kind of gym that promotes the importance of mind and body symbiosis.

To realise her vision, Zana approached brand design consultancy Pearlfisher to help her create a new distinctive gym concept and flagship space. Pearlfisher's task was to develop the brand strategy, naming, identity, tone of voice and interior design for The Library. The resulting interior design culminates in an innovative flagship gym and experience that celebrates the brand's holistic approach to exercise and is actively changing the way their customers perceive and experience fitness.

**The first year results have exceeded all expectations and The Library has been attracting an unprecedented cult response. The brand has exceeded all its original objectives and all of these great results have been achieved solely through the remarkable strength of Pearlfisher's strategy and flagship interior design.**

*“Pearlfisher's strategy and design have been instrumental in driving consumer engagement and changing peoples' perceptions of fitness from functional and mundane to engaging and desirable. The Library's presence in the fitness and leisure market has helped straddle the divide between necessity and desirability and make healthy and sustainable lifestyles easier and more accessible.” - Zana Morris, Founder of The Library*



## *1.0 Executive summary*

- ◆ Sales more than double to 188% over original target
- ◆ YoY April monthly sales up 230%
- ◆ By end of year 2, sales are expected to further increase by 101%
- ◆ Memberships more than double to 155% over original target
- ◆ Yearly membership target met within 6 months
- ◆ Expected to reach membership capacity 2 years ahead of schedule
- ◆ Design investment recouped in 5 months
- ◆ Launch of 2 new training clubs due to increased demand
- ◆ 150% increase in members' engagement time over original target
- ◆ 300% increase in educational events over original target
- ◆ Team members quadruple
- ◆ Multiple high-profile awards and recognition with no additional marketing support

*Words: 298*





## ***2.0 Project overview***

### ***2.1 Outline of project brief***

As a training and nutritional specialist, and after years working with some of UK's biggest fitness brands, it was time for a new challenge for The Library's founder Zana Morris. And that challenge was to create London's first boutique gym that focuses on mind and body symbiosis.

To realise her vision, Zana approached brand design consultancy Pearlfisher to help her create a new distinctive gym concept and flagship space. Pearlfisher's task was to develop the brand strategy, naming, identity, tone of voice and interior design that would:

- ◆ Embody the founder's unique philosophy around fitness
- ◆ Bring to life the brand's mission in a premium way
- ◆ Be unique and different from all other gyms or fitness clubs
- ◆ Complement the busy urban lifestyle typical in London
- ◆ Provide a complete brand experience whilst demystifying the fitness category
- ◆ Drive consumer engagement and promote the importance of mind and body symbiosis
- ◆ Be flexible and scalable to work across both a unique flagship space and future locations

With no other marketing support beyond the flagship interior design, specific year one business targets included:

- ◆ 100 yearly private memberships
- ◆ Delivery of 3 educational events per month
- ◆ Average members' engagement time of 30-minutes per day







## 2.0 Project overview

### 2.2 Description

The Library, **London's first boutique gym**, is a private members training club offering tailored consultations, unlimited personal training, added-value programmes, nutritional support and outstanding results. Positioned by Pearlfisher as '**a public space for intelligent thinking**', it provides an educated and intelligent approach to fitness, that complements the busy, urban lifestyle typical in London.

Pearlfisher's task was to design a unique flagship space and experience that would bring to life The Library's 3 key programmes in a unique and engaging way:

- ◆ **Physical stimulation:** an intelligent and effective fitness programme based on 15-minutes of intensive training that has been shown to aid fat loss and build youthful, toned muscle leaving people with extraordinary results and more importantly, precious spare time.
- ◆ **Mental stimulation:** an added-value programme based on a series of educational events, talks, lectures and workshops that promote mental exercise.
- ◆ **Relaxation:** a programme encouraging individual and group relaxation as well as socialising.

**Library:** ('liabrari), bibliothèque *f*; *15 minutes*  
lending l, bibliothèque de prêt; *public space for intelligent thinking.*, verb: exercising intelligently; *physical & mental health & wellbeing.*



### ***2.3 Overview of market***

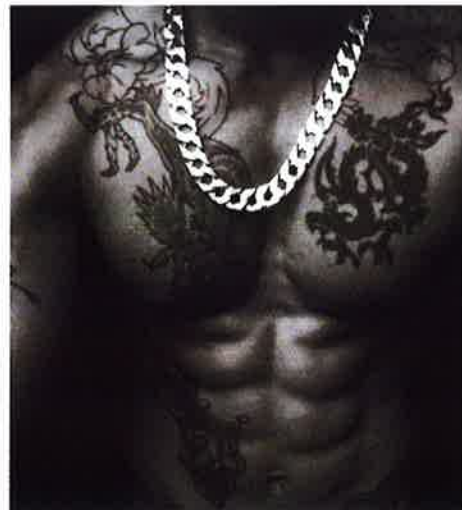
The UK fitness market is worth over £2.6 billion and is dominated by big players such as LA Fitness, Fitness First, Virgin Active and Gym Box, all of which offer a cookie-cutter approach to fitness and are aimed at the mass market. The financial model of most of these gyms functions on the non-attendance of members and the majority leave clients to their own devices.

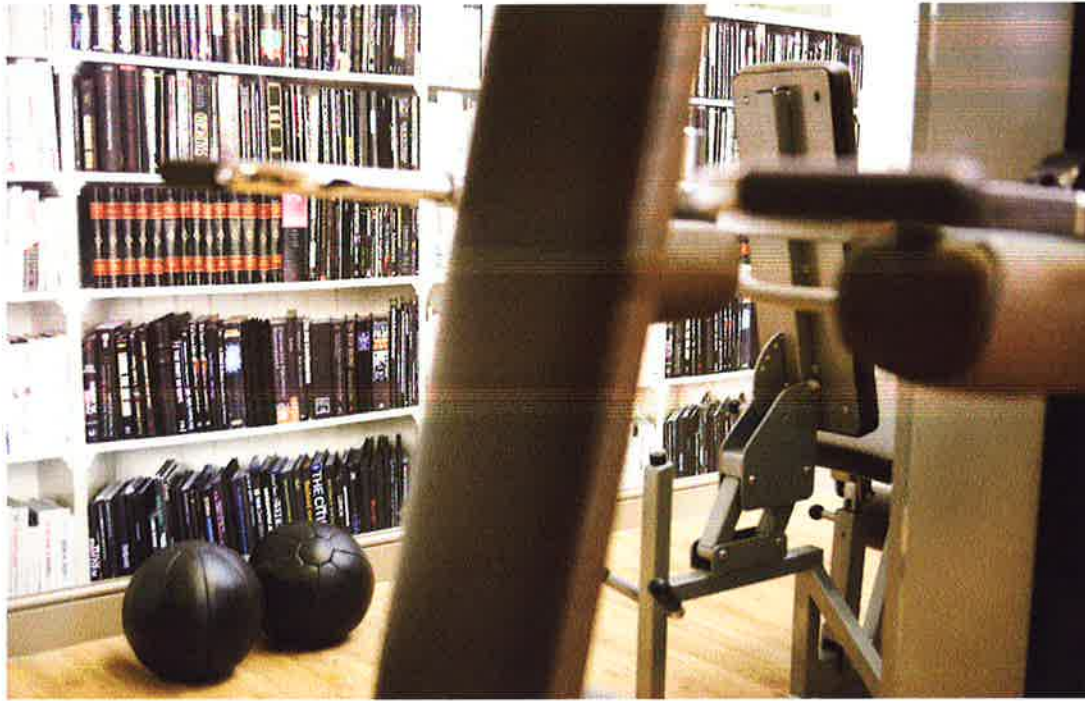
With the annual cost of obesity to the UK tax payer rising above £6 billion, it was time for a gym that delivered sustainable health and fitness results for its clients.

The Library is distinct in this very competitive and functional category. Offering a premium alternative to the established gym chains, it promotes a holistic approach to fitness and measures success according to how many members train each day. An individual, results-driven model that is changing the way consumers perceive and experience fitness.

***2.4 Project launch date:*** April 2013

*Words: 510*





THE LIBRARY

### ***3.0 Outline of design solution***

#### **The positioning**

In developing the brand's unique concept, Pearlfisher Futures – Pearlfisher's dedicated future insight programme – identified that one of the key drivers behind future growth in the health and fitness market would be the balance of mind and body. Positioning The Library as a lifestyle brand and an 'intelligent gym' that enables clients to make the most of the precious spare time afforded to them by the gym's unique training programme, were key to Pearlfisher's design strategy.

#### **The name and expression**

The Library name, created by Pearlfisher, signifies an educated approach to fitness and clearly communicates that the club provides an intelligent environment for both physical and mental stimulation, as well as relaxation. The Library is an unexpected name for a gym, making people stop and take notice.

#### **Interior design and experience**

Pearlfisher drew inspiration from traditional libraries to inspire the look and feel across all touch points, from the reception and merchandising, to the website and marketing collateral, creating a seamless consumer experience.

Housed in a tranquil former Synagogue, Pearlfisher was working with a truly unique space. While 2 open floors with gorgeous natural light and beautiful wooden balconies may not fit with preconceived notions of gym interiors, Pearlfisher used the raw space to its advantage.





### ***3.0 Outline of design solution, continued***

#### **Interior design and experience, continued**

The tranquillity of the space provided inspiration for installations – including an antique vaulting horse stacked with rare vintage hardbacks – which reinforce the concept of mind and body symbiosis. From the ceiling hangs a beautiful wooden plane, which gives a nod to transformative journeys and experiences.

For the workouts themselves, Pearlfisher built individual training stations placed against handcrafted wall-papers, inspirational messages and vintage books, turning the space to a highly stimulating environment and reminding guests that a workout doesn't need to be devoid of imagination.

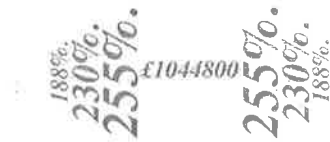
Designed to boost mental stimulation, dedicated relaxation spaces further set The Library apart from conventional fitness centres. Members can relax on beautifully upholstered chairs and couches, read, play chess or run their weekly debate and reading clubs, or socialise in cosy nooks and access tailored training information within the specially designed consultation rooms. With a 'no phones' policy the tranquil Green Room is designed to transport visitors to a world far removed from the urban jungle.

#### **The result**

The result is **The Library** – a 1500 square feet private members training club; a powerful retail concept that promises people a greater sense of connection with their mind and body and revolutionises their fitness experience. The Library's handcrafted and sophisticated look has been the key driver in enabling The Library to enter the fitness market and build a competitive advantage. The interior design has been a crucial element of the brand's strategy and has played a vital role in winning over consumers' hearts and minds and building long-term loyalty.

*Words: 464*





## 4.0 Summary of results

One year post-launch the results have exceeded all expectations. The brand has surpassed all its original targets and all of these great results have been achieved solely through the remarkable strength of Pearlfisher’s strategy and flagship interior design.

*The results we achieved in the first year of operation are way beyond anyone’s imagination. The Library’s strong performance is evidence that the new flagship space design is playing a pivotal role in driving footfall, inviting people to engage with the mind-body concept and encouraging them to buy yearly memberships.” - Zana Moris, Founder of the Library*

### **Sales more than double to 188% over original target**

The brand positively excelled its first year sales target by 188% – more than double the objective.

### **YoY April monthly sales up 230%**

During April 2014, The Library saw a 230% sales increase over April 2013.

### **By end of year 2, sales are expected to further increase by 101%**

Sales are estimated to more than double by the end of FY2 (2014-2015).

### **Memberships more than double to 155% over original target**

The Library achieved membership numbers 155% over the original target.

### **Yearly membership target met within 6 months following launch**

The concept and design have been so unique and successful that The Library has managed to meet its yearly membership target of 100 members, within the first 6 months since launch.

### **Expected to reach membership capacity by end of FY2**

The Library now expects to reach a maximum membership capacity by the end of FY2 (2014-2015). That is an amazing two years ahead of schedule.

**Nutrition:** (vs donuts), Q; **no carbs?:** calories; **fat aka fuel:** insulin control  
**protein., verb:** eating well; **result:** beauty



*keeping the next generation healthy*

#### **4.0 Summary of results, continued**

##### **Design investment recouped in just 5 months**

The Library recouped its design investment within 5 months of launching – a great result for such a relatively small challenger brand.

##### **150% increase in engagement time over original target**

There is a strong, positive, emotional engagement with the flagship space by visitors, members, and general staff. After the launch, The Library received impressive feedback from new members and the time people spend in the flagship space has increased within the first quarter from 30-minutes (spent on physical training) to 75-minutes (spent on a variety of activities including physical training, mental training and relaxation). A 150% increase in engagement time over the original target.

##### **Launch of 2 new training clubs due to increased demand**

Thanks to the success of the brand concept and flagship experience design, The Library has managed to build great loyalty and credibility amongst its core target audience and gain incredible publicity and respect.

Since launch, the demand has grown so much that The Library has launched two additional private members training clubs in London's Barnes and Harley Street. Named and branded by Pearlfisher as 'Little Library', Pearlfisher has harnessed the strength of The Library brand concept and flagship design to create and build the new intimate training club spaces.



**THE LIBRARY & LITTLE LIBRARY**



#### ***4.0 Summary of results, continued***

##### **300% increase in educational events over original target**

The Library consultations, workshops and inspiration talks delivered in the flagship space have been one of the biggest success factors of The Library experience. Their popularity is a clear evidence of the change in consumers' perceptions and attitudes towards fitness. In fact, since launch, The Library has delivered 300% more events than the original target.

##### **Team members quadruple**

Inevitably, The Library's creative and compelling flagship space and experience attracts a huge response from prospective employees. Due to the significant and swift growth of the brand, The Library has expanded the team to four times more than the original target.

##### **Improvements in staff moral and recruitment**

The productivity of The Library consultants has also been on the rise, month-on-month, since launch. The Library consultants, also known as 'The Librarians' are now delivering an increasing portfolio of services to customers beyond just the traditional personal training sessions. The comprehensive experience gathered through their new role as holistic consultants has also enabled new skillsets to be developed and has improved job satisfaction among The Library staff.







#### ***4.0 Summary of results, continued***

##### **Exceptional PR coverage with no additional budget**

The Library's mission to change adults' fitness behaviour is being taken seriously by the press and wider health and wellness industry. The Library's unique flagship concept and design has achieved exceptional PR coverage with minimal effort and no additional PR budget. It has been featured by numerous leading health and beauty consumer titles such as Tatler, Vogue, Harpers Bazaar and Times Style, all of which highlight the flagship experience and interior design as one of The Library's key success factors.

##### **Industry awards**

The Library has also received a number of product, business and leadership awards since the launch, including:

- ◆ Tatler: twice named one of the 'Gyms of the Year'
- ◆ Stylist: named as one of 'Britain's Most Beautiful Gyms'
- ◆ 2014 Brand Impact Award
- ◆ About to be noted as one the 'World's Top Gyms' by Robbs Report (September 2014)



**HEALTHISTA.**  
the health channel for women



## 4.0 Summary of results, continued

### Reviews and testimonials

*"If ever there was an intelligent gym, then the recently-opened The Library on Kensington Park Road in Notting Hill is one."* **Vogue**

*"Housed in a former synagogue, the space is serene and immaculately decked out with relaxation areas, a plush private garden and changing rooms that would make a five-star hotel bathroom look like a public lav."* **Timeout**

*"Time-poor, cash-rich, batwing-sporting west Londonites have been blessed with the arrival of The Library."* **Gethegloss**

*"The Library is the most enaging place I've ever wanted to work-out in."* **Kelly Gilbert, The Library member**

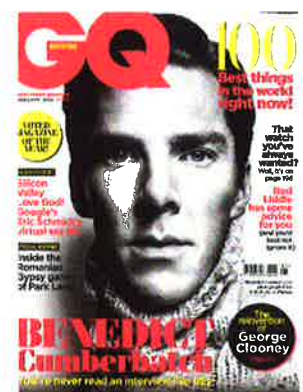
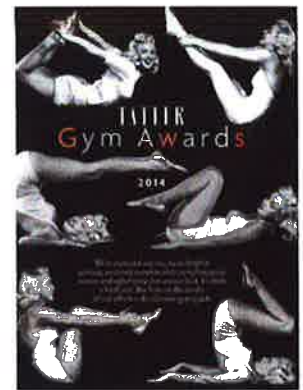
*"The new 'intelligent gym' swaps bootcamps for book clubs in the quest for the beautiful body."* **FT.com, How to spend it**

*"Never before have I been able to achieve both physical fitness and mental clarity in the same dedicated space. The Library is a haven for mind and body."* **Lisa Markwell, The Library member**

*"The Library is the only place in London where I feel I can escape the pace of my everyday life. It is a truly beautiful and transformative space and as soon as I step inside it inspires me to forget the stress of my everyday life and focus single-mindedly on me. It's worth every penny."* **Kate Spicer, Journalist and The Library member**

*"I've always hated going to the gym. That is until I found The Library. Who knew a gym could be a beautiful place and inspiring environment you actually find yourself wanting to go to and spend time in?"* **Lucy Yeomans, Editor Porter Magazine and The Library member**

*"I've been in the fitness industry for over 20 years and have never seen or experienced anything like The Library. The beautiful space helps me deliver an inspiring experience for my clients and gives me the opportunity to build strong relationships, spend quality time with them and consult them further on their lifestyle choices."* **Catherine Cherrington, Librarian and Personal Trainer**





### ***5.0 Other influencing factors***

Created without venture capital or big brand backing, The Library has always relied on the strength of its design and creativity rather than on investment in other marketing communications activity. There was no marketing support for the brand in its first year of launch beyond the brand's identity and flagship interior design.

For that reason, the only support activities used to raise awareness about The Library, its mission and programme was direct mailers and a monthly newsletter which were designed by Pearlfisher and were a clear continuation of the brand identity and flagship interior design project. Similarly, all PR generated for the brand has been driven by the founder who made extensive use of the interior design photography to engage with journalists.

The Library is also keen to avoid using the traditional, short-term promotional tricks other gyms or leisure centres use to entice consumers to buy into their membership packs such as 'buy a yearly membership and you get your first month for free'. Instead, it focuses on offering the best overall value for clients – by inviting them into the space for introductory consultations, complimentary invitations to educational events, inspirational talks or cooking classes. Clients are immediately inspired by the interior and experience of The Library and it is proving to be a successful long-term strategy in gaining and retaining members.

### ***6.0 Resources***

- ◆ The Library internal figures
- ◆ Pearlfisher Futures Body Mode Report, 2014
- ◆ Ibis World Report, Gyms & Fitness Centres in the UK, May 2014
- ◆ Mintel Report, Health & Fitness Clubs, UK, June 2011
- ◆ [www.bbc.co.uk](http://www.bbc.co.uk), Health News: Obesity boom will cost tax payers





# THE TIMES



**Highly strategic, yet blessed with effortless simplicity, Pearlfisher's bold and impactful design for The Library has driven business growth and commercial success and shaken the fitness category.**

