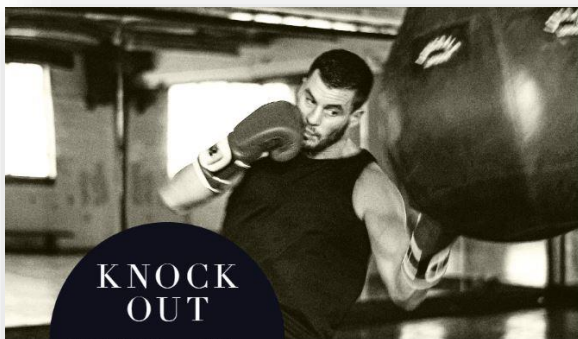


mayfair times



KNOCK OUT

Whether it's for fitness, self-defence or self-esteem, there are few sports that risk as many losses as boxing. And here in Mayfair, there are lots of new venues where you can try your hand.

By Sophia Charalambous

Boxing has long been a British obsession. As far back as the 19th century, there were fights between the great Daniel Mendoza and Richard Humphreys – the Mohammed Ali and Joe Frazier of their time. While the interest in the sport has never disappeared, it has experienced a renaissance in recent years. The London 2012 Olympics saw Great Britain win a total of five boxing medals including gold for Anthony Joshua and Nicola Adams. The result of this was a significant rise in participation in the sport in England – the number of participants increasing from 672,000 in 2016 to 145,300 in 2018.

A factor in this rise is the boxing gym, with new clubs opening across the country including a significant number in Mayfair. From boutique gyms to fitness centres, wellness complexes and even a traditional boxing club, there is something for everyone within the field in Mayfair. Here are some places to look out for.

AT FOR THE OLD SCHOOLER – JAB
Promising an “innovative new era of boxing in London,” JAB is the brainchild of former England boxer and multi-title winner George Veness, alongside businesswoman Jamie Landisberg. The 45-minute sessions in Mayfair's North Audley Street put you through your paces – combining log-work, bodyweight and strength conditioning. The core team of expert trainers, led by George, have varied backgrounds and skillsets, and include Ahmed Patterson (English title and WBO international title winner). With an old school, authentic feel, this gym promotes a back-to-basics approach. George Veness says: “I travelled around the world trying out different types of boutique fitness studios, and felt that there was almost nothing that gave you the feeling of working out like a real amateur boxer with the same energy of old school boxing gyms. Mine and Jamie's dream was to bring the community, the experience and the high quality of boxing training I grew up with to the fitness industry.” Prices: One class is £25; 10 classes are £215/50/class; 6-week Fight Camp at £475.



► FOR THE ALL-ROUNDER – BUDDHABOX
Not just a boxing gym but a wellness space (21 Berkeley Street) offering yoga and movement classes, blending the benefits of resistance training, HIIT and free movement. The boxing classes are worth a membership alone. Friendly and personable, Tara's classes are all about technique, assessing the level of ability of the class before beginning. Her motto is: “The best paid man in the business”. The 30-45, spinning, skipping, core strength and conditioning means you will not get away lightly. Follow trainer Kigo coached several professional athletes and current professional champion boxers and works to train people while boxing and shaping your body like a fighter. BOXING/MMA membership, £150 for 20 classes a month or a three-month contract.



HEALTH & BEAUTY

LUNCHTIME FACIALS

HARLEY STREET INJECTABLES
For an extra boost, the Harley Street facial is a multi-act Cx grade laser in one treatment using a machine that uses acids through an application to exfoliate, smooth, remove fine lines, tighten, heal and tone skin. Although the machine uses carbon dioxide, it does not heat the skin so it does not cause redness, dryness, or any other side effects. Prices: 30-minute facial, £150; 45-minute facial, £180.

SMART VIBES
World renowned skin specialist Maria Vivas is a world with her hands, and so is her daughter Sophia. The micro-dermabrasion facial is a no-downtime, no-heat treatment. Sophia says: “I travelled around the world trying out different types of boutique fitness studios, and felt that there was almost nothing that gave you the feeling of working out like a real amateur boxer with the same energy of old school boxing gyms. Mine and Jamie's dream was to bring the community, the experience and the high quality of boxing training I grew up with to the fitness industry.” Prices: One class is £25; 10 classes are £215/50/class; 6-week Fight Camp at £475.

LPG ENDERMOLOGIE
A patented and naturally effective way to awaken cells, Endermologie is a technique for both body and face that produces results in next to no time. Depending on your skin concern, be it wrinkles or loss of radiance, the motorised treatment head delivers a cutaneous workout helping fibroblasts to produce collagen and hyaluronic acid in 20 minutes to an hour. LPG ENDOLOGY, 1st Floor, Berkeley Square House, from £62.



▲ FOR THE POSE – BEB
When BEB launched in 2012, there was nothing like it on the market. Professional boxer Anthony Joshua's passion project is based on training people to the standards of professional athletes, from the workout to the equipment. The success of the Mayfair gym speaks for itself. This is not a gym for the wallflower. From the moment you step inside, expect to mean business. The vibe is New York night club chic and achingly cool. From strength and conditioning classes, boxing lessons, circuit training and an extensive timetable of group classes – they haven't missed anything out. And with a respected team of coaches, you really are out through your paces. Just don't expect to be eased in, you are going to keep up with the pace or prepare for a KO. Personal training or combat coaching, £85; Midweight package (12 sessions), £150 (£7.50 per session); Heavyweight package (24 sessions), £1,800 (£75 per session).



LPG ENDERMOLOGIE

A patented and naturally effective way to awaken cells, Endermologie is a technique for both body and face that produces results in next to no time. Depending on your skin concern, be it wrinkles or loss of radiance, the motorised treatment head delivers a cutaneous workout helping fibroblasts to produce collagen and hyaluronic acid in 20 minutes to an hour.

Lift Up London, 1st Floor, Berkeley Square House, from £62

