



## New Store Coming to King of Prussia Will Change Your Definition of Group Fitness

By [Adjua Fisher](#) | April 20, 2016 at 2:20 pm

Gone are the days when you actually had to be in a group of people to join in on a live group fitness class: [Peloton](#), a New York City-based company, designs at-home Spin bikes that allow you to stream live group fitness classes — which happen at their New York studio around 10 times a day — via a 22-inch Android tablet (sweat-proof, by the way) attached to the bike. Cool, right? And soon, come the week of May 2nd, the company will be setting up shop at King of Prussia Mall.

The 1,200-square-foot showroom — the 14th in the country for the company, founded in 2012 — will have the same sort of feel as an Apple store, they say: You'll go in, test out the product (you can even try out a live class if one is happening during the time you're there), then order the bike there or online. The showroom will also feature apparel and bike accessories for in-store purchase.

Now, back to those live fitness classes: How exactly do they work? Well, after you buy a bike (\$1,995), you sign up for a monthly membership (\$39) that gives you access to unlimited streaming rides, both live and on-demand, and unlimited accounts for the bike. They even have themed rides, like you'd find in a brick-and-mortar studio (think: Pop Ballads, Best Cover Songs, and so on.) When you join a live class, the instructor sees a leaderboard of everyone getting their pedal on, and to make it even feel even more like you're *in* an actual class, the instructor will occasionally shout out to riders taking the class from home. If you think this sounds like something from *Zenon: Girl of the 21st Century*, I'm right there with you.

If you're interested in trying the Peloton bike for yourself, the new store will be located at King of Prussia Mall next to Longchamp and Tag Heuer, across from Burberry and Ralph Lauren (swanky, huh?), and will be opening the week of May 2nd, with the exact day to be determined. Happy solo-but-not-solo sweating!