

SOULCYCLE OUTSIDE RIDES INTO SELFRIDGES LONDON



[6th April 2021] London. Selfridges will launch daily SoulCycle Outside classes on Edward Mews when the Oxford Street store reopens on 12th April.

On Monday 12th April, Selfridges London will welcome visitors back to store and open with a special outdoor SoulCycle studio on Edwards Mews.

Selfridges and SoulCycle are teaming up to bring SoulCycle's signature 45-minute indoor cycling class outside daily for those who have missed the thrill of exercising in a group with an instructor at the helm. SoulCycle Outside gives fitness enthusiasts the chance to get outside, socialise and ride in a safe environment with bikes spaced 6 feet apart. SoulCycle Outside London at Selfridges is SoulCycle's first outdoor studio in the U.K. and is a first for Selfridges' outdoor experiential location, Edwards Mews, which last year saw the launch of a hugely popular Christmas Market.

SoulCycle, the leading lifestyle brand that redefines health and wellness through unique mind-body-soul experiences, kicked off the SoulCycle Outside programme in the U.S. last July and is continuing to expand across the country with over 20 upcoming locations slated to open in the next few weeks.

This year, through its Good Nature theme, Selfridges is committed to brightening the world with positive ideas. The launch of SoulCycle Outside London adds to Selfridges' roster of in store experiences including its rooftop restaurant, alto by San Carlo which will also reopen on 12th April for walk-in reservations.

"We're thrilled to be partnering with Selfridges for the opening of our first SoulCycle Outside studio in the UK," said Evelyn Webster, CEO of SoulCycle. "We've expanded our SoulCycle Outside programme in the U.S. and have seen great success, so we're looking forward to welcoming our London riders back in a safe and comfortable outdoor environment. We know our riders are eager to get back to SoulCycle to ride with us and reconnect with their community."

For further information and images please contact:

Laura Watt
Senior PR Manager
T +44 (0)7562 210211
Laura.watt@selfridges.co.uk

Kimberly Gibbs
SoulCycle
Director of PR & Communications
Kimberly.gibbs@soul-cycle.com

SELFRIDGES & CO

SoulCycle Outside London at Selfridges will be open 12th April – 4th July 2021. Daily classes will be available to book a week in advance at [Soul-cycle.com](https://www.soul-cycle.com). For more information on things to do and see at Selfridges this spring visit [Selfridges.com](https://www.selfridges.com).

- ENDS -

Notes to Editors

Health & Safety

- SoulCycle and Selfridges are committed to the highest standard of safety. For information on safety measures please visit [The SoulCycle Standard of fitness and safety](#)
- For information on how Selfridges is looking after the health and wellbeing of teams and customers during this time, please visit the [FAQs page](#). See more information on how Selfridges is making shopping safe and seamless [here](#).

Promotion

- SoulCycle will be offering an exclusive opening promotion of 20% off a 5 pack of classes using code LONDON20. This offer will be available 12th April – 3rd May 2021.

Good Nature

Just ahead of the reopening, Selfridges launched a theme for 2021, Good Nature. Good Nature is a celebration of pleasure in nature, conceived with optimism for a future of restoration and growth, offering visitors physical and digital experiences responding to the natural world. Throughout the year, Selfridges will consider the intersection of nature and culture, through product, destinations and experiences, to be enjoyed within its stores and outside of them. From greenhouses to garden gnomes, green spaces in unexpected places, pre-loved outdoor kit to earth-friendly-only materials, a Selfridges-curated garden centre or picnic baskets for every (outdoor) occasion, all to look forward to.

SoulCycle

SoulCycle is the leading lifestyle brand that redefines health and wellness through unique mind-body-soul experiences. It was founded on a few simple ideas: that fitness could be a physical, musical and inspirational experience, and one that you look forward to. With transformative class offerings, strong community, talented instructors and unparalleled hospitality, SoulCycle serves an important purpose: move people to move the world.

SoulCycle transformed boutique fitness with the launch of its signature indoor cycling class in New York City in 2006, and has since continued to innovate and grow for its community. There are currently over 85 studios across the U.S. and internationally in Canada and England.

For further information and images please contact:

Laura Watt
Senior PR Manager
T +44 (0)7562 210211
Laura.watt@selfridges.co.uk

Kimberly Gibbs
SoulCycle
Director of PR & Communications
Kimberly.gibbs@soul-cycle.com

SELFRIDGES & CO