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Equinox Fitness Clubs

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Equinox Gets Fit with Calvin Klein

It's not fitness. It's life. As guests mingled and fêted at the impeccable Equinox Fitness Club on Price at Crosby in the heart of bustling SOHO, it was easy to forget you were at a gym which only confirmed their slogan, Equinox is indeed life...at its best.

Within the 30,000 sq. ft. brand new complex offering a plethora of highlights including personal training, massage services, a yoga studio, state of the art cardio equipment, and a studio cycling room, revelers enjoyed hors d'oeuvres of chick peas and hummus bruschetta and exotic fruit platters. Guests also sampled a variety of beverages, including Svedka Clementine shooters. DJ Jellybean Benitez spun the tunes while Antigravity entertained with various acts including the hoola hoop entertainment.

As party goers feasted and dished among the crowd with host fashion designer Calvin Klein, the silent auction was occurring. Other high-profiles present were Harvey Spevak (CEO of Equinox) and Blaine Trump. The auction included black and white photographs from Hollywood's Golden Era; photos of Marion Brande, Bing Crosby, George Hamilton, and Rita Hayworth. All proceeds from the silent auction along with a matching gift from the MAC Aids Fund will benefit God's Love We Deliver, a non-profit organization that prepares and delivers nutritious meals for people living with AIDS, cancer and other serious illnesses.

How many health clubs do you know can hold a soirée where you literally forget you're in a gym until you spot a shiny dumbbell out of the corner of your eye and realize that you rested your purse on a treadmill?

The spotless club which prides itself on cleanliness exudes a certain elegance and charm, a je ne sais quoi, if you will. It's no wonder why this club already has 3,000 members, with such services as locker plus laundry where you can leave dirty gym clothes to get washed and dried within 24 hours. This particular location, which was opened on July 7th, has a hotel atmosphere and an excellent staff.

After all, according to Justin Tarica,



Ronda Spevak, Harvey Spevak (CEO of Equinox) and actor Josh Lucas



Harvey Spevak, Blaine Trump, Peter Lichtenthal (Global General Manager, MAC Cosmetics) and Nancy Mahon (Executive Director, MAC AIDS Fund)



Paul Boardman (Executive Vice President of Developme Equinox), Peter Lichtenthal, Calvin Klein, Harvey Spevak, Liev Schreiber

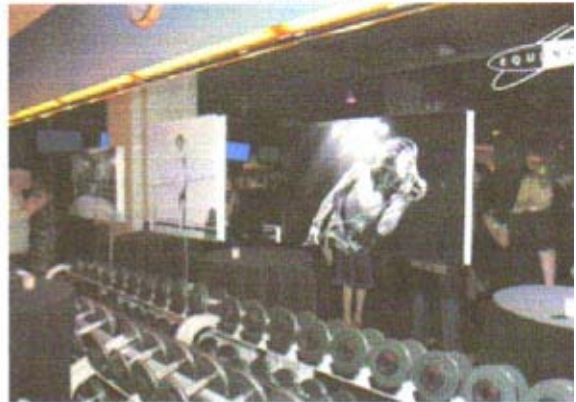
operations manager, "Everything has to be done 110%." Among the highlights of the luxe four-story club was an incredible focus on customer service and comfort. According to Justin, "There's the fitness industry, and then there's Equinox. Our members feel as comfortable as they possibly can."

As revelers delighted within the modern lighting, sofas, and the feel of an upscale hotel, you can only help but wonder...ah, if they only had guest rooms.

— Vicki Salemi, *New York Correspondent*



Antigravity



Equinox