



# ALTR

A NEW LUXURY FITNESS CONCEPT COMING SOON

a modern fitness experience offering dualities in  
movement/stillness, mind/body, dark/light, mat/reformer

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ALTR IS A TRANSFORMATIVE FITNESS STUDIO CONCEPT DESIGNED TO NURTURE BOTH BODY AND MIND. ROOTED IN THE DUAL MEANING OF “ALTAR” — A SACRED SPACE — AND “ALTER” — TO CREATE CHANGE — ALTR OFFERS AN ENVIRONMENT WHERE MOVEMENT BECOMES A FORM OF RITUAL, INSPIRING SHIFTS IN MINDSET, ENERGY, AND PHYSICAL STRENGTH.

THIS IS WHERE FITNESS MEETS INTENTION, AND TRANSFORMATION BECOMES SACRED.

## OFFERINGS:

>> INFRARED MAT PILATES

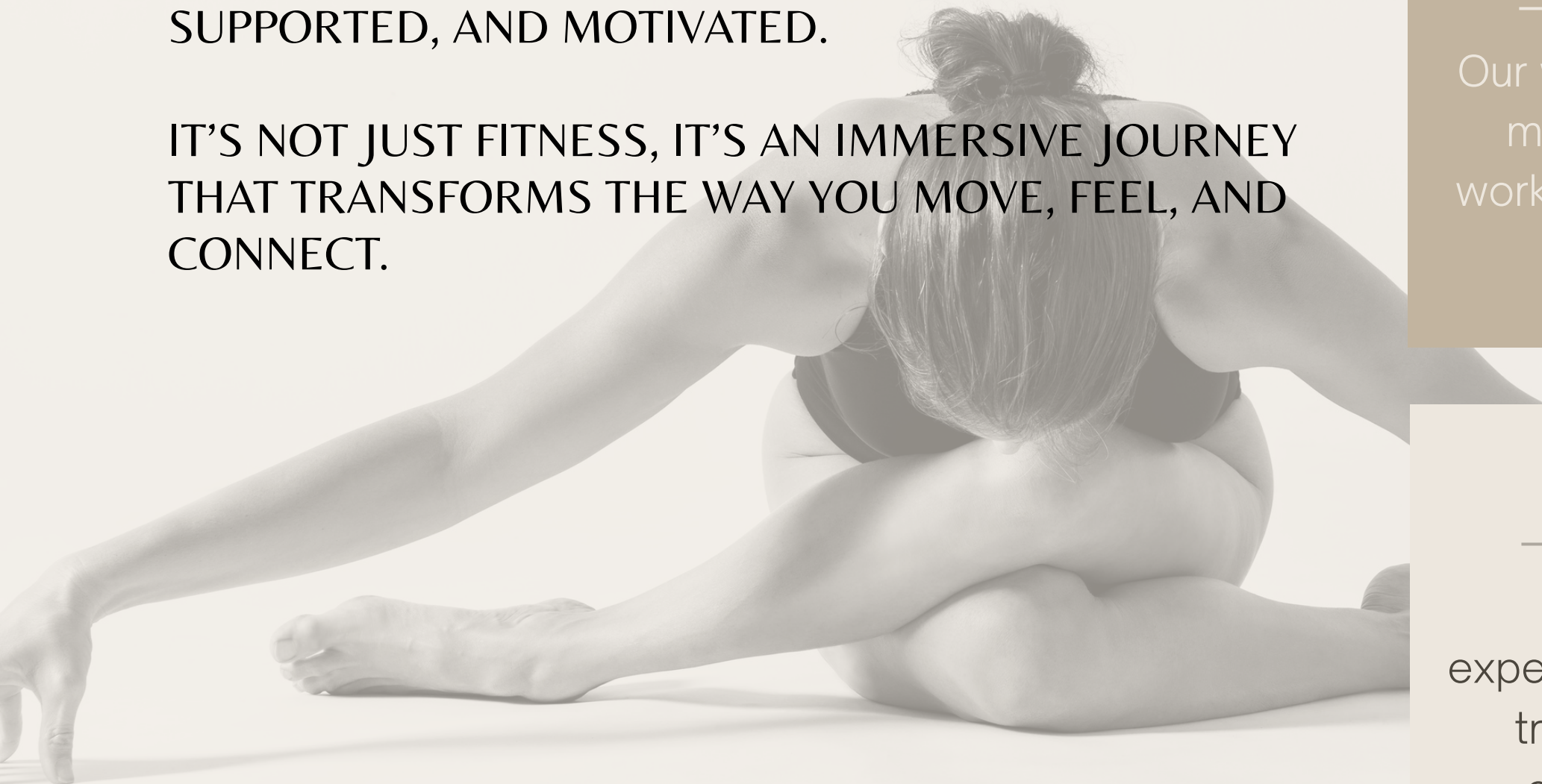
>> INFRARED REFORMER PILATES



# BRAND.

AT ALTR, EVERY DETAIL IS DESIGNED TO ELEVATE THE GUEST EXPERIENCE BEYOND A WORKOUT. FROM EXPERT TRAINING AND THOUGHTFULLY CURATED SPACES TO SENSORY TOUCHES THAT INSPIRE CALM AND FOCUS, WE CREATE AN ENVIRONMENT WHERE GUESTS FEEL SEEN, SUPPORTED, AND MOTIVATED.

IT'S NOT JUST FITNESS, IT'S AN IMMERSIVE JOURNEY THAT TRANSFORMS THE WAY YOU MOVE, FEEL, AND CONNECT.



## THE SERVICE

Every touchpoint, from curated amenities to seamless check-ins, bookings and follow-up, is designed to anticipate needs and make each visit feel effortless, meaningful, and deeply valued.

## THE WORK

Our workouts are curated as a blend of physical challenge and meditation through movement, led by expert trainers. The workouts are hard, but they are programmed to calm the mind; think - fast heart rate, slow thoughts.

## COMMUNITY & CULTURE

Community isn't an afterthought; it's the core of the experience. Small class sizes foster authentic relationships with trainers and fellow guests, while communal spaces invite conversation, reflection, and celebration of milestones.

## TEAM.

### Kevin Jardine

Kevin has a long history of creating industry-leading multi-location success stories in Canada including Sport Mart (70 locations), Snore MD (25 locations and growing) and many more.

### Cristina Harris

Cristina has been brought up through the retail industry with progressive roles in Retail Operations at companies such as lululemon, Lush Cosmetics and SKIMS.

She also has experience in the Fitness industry, serving as the VP of Operations at Jaybird and Lagree West.

### Matt Harris

Matt began his career as a management consultant at PwC before taking leadership roles in Finance, Strategy and Operations in the Retail and Security industries.