

WHO'S HOT?

by Lawrence Chau

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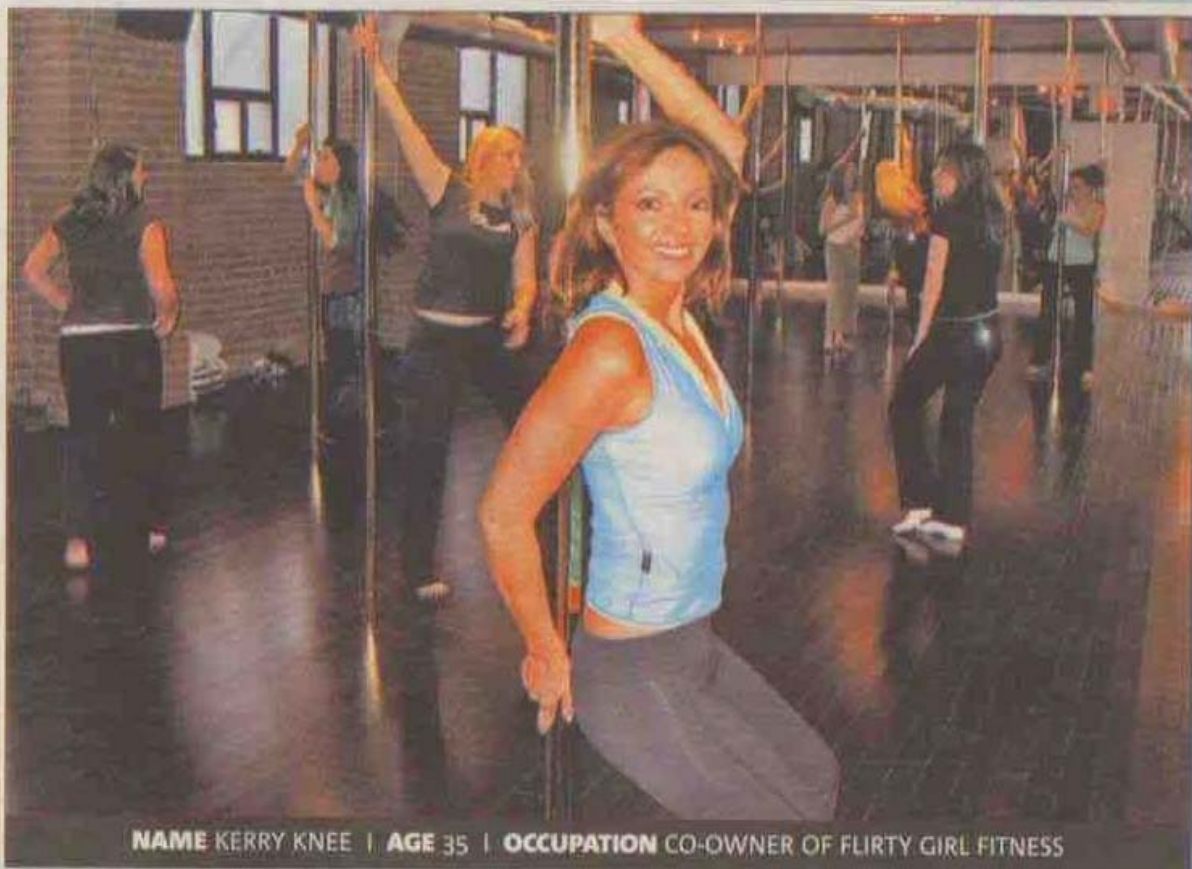
Instead of scratching your head for a bachelorette party with a twist, focus on your hips, suggests Kerry Knee, co-owner of Flirty Girl Fitness, which offers a night of inevitable hysterics as the bride-to-be and her gal pals learn the art of lap, pole and strip dancing amid a flurry of makeovers, manicures and free-flowing martinis.

"Hosting bachelorette parties has unexpectedly gone through the roof," says Knee, whose striptease and pole dancing fitness studio offers a myriad of classes at affordable rates ranging from \$20 drop-in sessions to \$80 monthly memberships. Bachelorette parties are generally tagged at \$55 a head.

Business is obviously booming as Knee moves to launch a second outfit in Miami this summer — rather impressive considering she only opened shop in Toronto last December.

Plans for product marketing, licensing instructors and franchising across North America are also underway.

Flirty Girl Fitness was the brainchild of Knee, 35, who caught that much-talked-about Oprah episode



NAME KERRY KNEE | AGE 35 | OCCUPATION CO-OWNER OF FLIRTY GIRL FITNESS

with Teri Hatcher extolling the stress relieving and fitness toning virtues of pole dancing last year.

After scouting around town for a similar course and coming up dry, the light bulb went off. Knee ditched her life in information technology and, instead, opted to make her MBA work for herself.

Together with fellow fitness buff and sibling Krista, 31, the sisters mapped out a business plan, pooled in in-

vestors, and, after much sweat and toil, completed renovations tallying in the hundreds of thousands. The result — a high end 5,000 sq. ft. studio on Wellington Street, just west of Spadina Avenue.

Forget slutty, this space is Coyote Ugly with chrome-finished class: two floor to ceiling mirror-lined sound-proof rooms, one filled with leather lap dancing chairs, the other with 11 brass poles

(Christina Aguilera would feel so at home).

There's also an open concept reception counter that transforms into a bar for private parties, and two retail boutiques, one offering cosmetics, the other apparel.

"It's about letting loose, enjoying a high-energy workout and boosting your confidence in a sophisticated setting," explains Knee, who sees clientele ranging from 18 to 73.