

Week

#barre3anywhere

JULY 15-21



Three

In partnership with:

BEYOND YOGA 

 | ELECTRIC

What's happening this week?

Intention Check-In

It's the midway point of #barre3anywhere—a great time to check in with your summer intention. Jot down a few notes about how your #barre3anywhere intention has shifted your mindset. Is it changing the way you experience your day-to-day activities? Has it affected your interactions with others?

My intention check-in: _____

Tune in on Social

TUESDAY:

Instagram stories takeover
with Sarah Regier, owner of
barre3 Austin Four Points

WEDNESDAY:

Day in the life with Denisha,
Instructor at barre3
Legacy Village

FRIDAY:

Tune in for the LIVE
workout on Friday at
10am PT on [Instagram](#)
or [Facebook](#)

#barre3anywhere
giveaway winner
announced!



Week **3**

Your Daily Workout Plan

Monday



10-minute workout
with Katie

Tuesday



10-minute workout
with Lisa

Wednesday



30-minute workout
with Dino

Thursday



10-minute workout
with Christa Joy

Friday

Tune in for the LIVE 20-minute workout at
10am PT on [INSTAGRAM](#)

Saturday

10-minute workout
with Andrew



Looking for more?

[Find a studio](#) near you, or sign up for our
[barre3 Online 15-day FREE trial.](#)

Bringing mindfulness, intention, and a rebellious spirit to your business

*A conversation with barre3's
Sadie Lincoln, Beyond Yoga's
Michelle Wahler, and Electric's
Abbie Crane*



We partnered with two of our favorite brands for #barre3anywhere—partly because we love their products, but also because we feel so aligned with them as companies. We sat down with barre3 CEO and Co-founder Sadie Lincoln, Beyond Yoga CEO and Co-founder Michelle Wahler, and Electric Co-owner and CBO Abbie Crane to talk everything from mustering the courage to disrupt their industries to their commitment to core values.

BARRE3: Fitness, athleisure, and sunglasses—on the surface, barre3, Beyond Yoga, and Electric are in very different lines of work, but with one important thing in common: Each of your companies is disruptive in its industry. Let's talk about that.

SADIE: We are proudly fitness rebels who challenge the current conditioning we have around why to exercise. **At barre3, we aren't exercising to get to an end result; we are exercising to become more alive and happy in our bodies as they are in this very moment.** We believe that each individual is their own best fitness rebel. We give full permission for our clients to take whatever shape is best for their body—even if that means modifying and doing something different than everybody in the class, including the instructor.

MICHELLE: We want to lift women up, and we do aim to disrupt the wellness space through our inclusive messaging and by promoting radical self-love. We believe that health and joy

are not related to size, and we encourage women to embrace themselves exactly as they are right now. We embody this belief by not retouching the shape of a woman's body, inclusive model casting, and offering product in sizes up to 3x.

ABBIE: Electric prides itself on creating style that performs. We start by creating classic trend-relevant styles first, and then we add performance features to them—and not the other way around. Living at the crossroads of fashion and performance is pretty rebellious in the eyewear world.

BARRE3: One of the themes of #barre3anywhere is intentionality. How have you been intentional about disrupting your industry?

MICHELLE: As women, we feel it is our responsibility to use our platform for good. In this culture, messaging women that they are “already perfect” is disruptive and against the grain.

ABBIE: We are intentional about bringing the highest level of protection and luxury, Italian-made quality to the market

at almost half the price of our competitors. Eight years ago, we learned about the health benefits of adding melanin to our lenses. Melanin blocks 98% of HEV blue light. Blue light has been getting more attention in the market lately, but very few sunglasses block it. The sun emits exponentially more blue light than a phone or a computer, and even small amounts of unprotected exposure can cause permanent damage to the eye and the skin around it. Although it was more expensive, we decided to incorporate melanin in to ALL of the lenses we make. It is our intention to provide the best protection possible at an accessible price in order to have sunglasses that we felt good about wearing and sharing.

SADIE: It's a practice to look inside for answers and follow that deep knowing that each of us is born knowing but loses over time as life writes on us and tells us a different story—a story that we are not good enough yet, that we need to look different to be worthy, and that we need to succeed to be seen. This is just a story and not who each of us really is. There is a lot of noise

out in our conditioned world that can pull us from what we know to be right. So, yes, being intentional is so very important.

Every day I remind myself of why I started barre3, and I make choices based on my inner-knowing that we need to redefine what success means and rethink our relationship with exercise so it is no longer a chore, but rather something that is deeply rewarding and moves us forward in an authentic and intentional way.

BARRE3: Going against the grain can be met with resistance. Do you ever feel tempted to go more mainstream with your company—and if so, how do you make sure you stay true to your original path?

ABBIE: By building and nurturing our community, we intend to scale our business while protecting our quality and values. One way we expand our reach is by collaborating with other like-minded brands such as barre3 and Beyond Yoga.

SADIE: I am not at all tempted to go mainstream! I think copying what other people are doing is boring and a dead end. Being

creative and distinct is alive with possibilities, and while it is certainly more challenging, it is also way more rewarding.

MICHELLE: Our hope is that in taking the high road, using inclusive models, and not retouching, we will build a more authentic, long-term relationship with consumers. It is a slower growth strategy because the messaging is more nuanced, however we feel this will be the future of business and that there is a cultural shift happening where customers want more realism and truth in advertising.

BARRE3: What role does mindfulness play in your professional life? Is it part of your company culture?

SADIE: Being mindful is a practice of paying attention on purpose and noticing when autopilot and unconscious behavior take over. In other words, mindfulness is the practice to become present and honest around intentionality. When I take time to be still, to breathe, and to witness my thoughts without judgement, I become more clear about what really matters in life. And what

matters most in life is what informs intentions and the north star that guides each of us in a meaningful way through this precious life in these precious bodies we get to inhabit.

MICHELLE: While we have been around for almost 15 years, we are still an independent company that in many ways is still in start-up mode. So stress can often run high, and we are all hustling every day. That said, we have created an internal Culture Club made up of one person from each team. The Club holds our company culture accountable and creates opportunities for us to give back to the community and fun moments, like recently bringing in 30 puppies so that we could have a relaxing moment in the middle of the afternoon.

ABBIE: I personally work at incorporating mindfulness into my daily routine. I take stock in how I feel and try to get aligned before I walk in the door at the office. Daily workouts help me stay calm, open, and centered. At Electric, we create work-life balance by encouraging our employees in finding their own. We are blessed to live in a part of the world

where mindfulness is valued. Whether it be our in-office gym, the ocean nearby, or a barre3 class, our unique location affords many opportunities to check in with oneself.

BARRE3: Throughout #barre3anywhere, our community has been sharing their summer intentions with us. We'd love to hear yours! How would you complete this sentence: This is my summer to_____.

ABBIE: This is my summer to put my intentionality and mindfulness practice to the test. Summer is our busiest time of year. I want to create some space to get outside and connect with family and friends and not get lost in my daily demands of being a business owner.

MICHELLE: This is my summer to play outside with my children more! Life is short—try to see all the beauty in every moment.

SADIE: This is my summer to practice gratitude in the simple moments, to set honest boundaries so I have energy for people and things that bring me the most joy, and to be playful.

#barre3anywhere Giveaway

Enter for a chance to win prizes from our partners!

Post a photo on your Instagram and share your intention:

“This is my summer to _____.”

#barre3anywhere



@barre3



**Winners chosen each
Friday through 8/2**



barre3

This is my summer to be present in joy.

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#barre3anywhere

