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EQUINOX

EQUINOX UNVEILS “MAKE YOURSELF A GIFT TO THE WORLD” CAMPAIGN

*Film directed by Floria Sigismondi and photography by Glen Luchford -
champions physical, emotional and spiritual well-being*

NEW YORK, NEW YORK (January 6, 2020) — Equinox, the global high-performance lifestyle leader, today unveiled its 2020 brand campaign “[Make Yourself a Gift to the World](#),” a celebration and exploration of the positive effects that come from a deep devotion to oneself. Campaign stills, shot by iconic fashion photographer Glen Luchford and an accompanying film directed by world-renowned creative Floria Sigismondi, will roll out in the U.S., Canada and London with print, digital, social, out of home and video components.

Equinox, renowned for its bold, thought-provoking campaigns that channel the collective mindset, explores the theme of healthy self-obsession to provide a fresh take on a concept already central to its mission of empowering a life well lived. This year, the brand challenges people to commit to becoming the best version of themselves through self-devotion, and in so doing, become a better person, better friend, better partner — improving the world around them.

“Year after year, we see the brand campaign as our opportunity to lead with a strong point of view and communicate a universal truth that is relevant to our community and reflects what’s happening in culture,” said Seth Solomons, Chief Marketing Officer of Equinox. “Our message this year, delivered in a playful, tongue-in-cheek way, is a statement about the benefits of being your best self for the benefit of others, turning the idea of self-obsession on its head.”

Through the lens of Luchford for campaign stills and eyes of Sigismondi for the accompanying film, the new campaign, developed in partnership with creative agency Droga5, creates a rich visual world that promotes unwavering devotion to oneself. In the first installment, launching on January 6, divine characters are introduced as god-like ‘gifts to the world’ in four moments and scenarios that see them sharing their gift with the world to make it a better place:

- **Be the Power | Safer Planet** – A person stands confidently carrying the weight of two people, demonstrating the power to assert oneself and take action.
- **Play Forever | More Love for All** – A connection of love and admiration between two people implying the infinite drive and passion that comes with high-performance energy levels.
- **Experience Deeper | Touch More Lives** – A person lies peacefully in an open coffin – not an image of sadness, but one of celebration. The trinkets and people gathered prove this life was beautiful and well-lived.
- **Eat Cleaner | All Things Grow** – A person takes a powerful squat position in a meadow, reminding us of our connection to Mother Earth and the careful choices we must make about consumption to both fuel ourselves and minimize our impact on the planet.

The accompanying video, “The Most Selfless Act of All,” brings to life the philosophy that self-obsession is the first step to bettering yourself and the world. A teacher delivers a lesson to her students – an alternate version of the classical story of the man who fell in love with himself – that reveals self-obsession is, in fact, a way to improve the world. Her words land with poetic punch and energy, inspiring those listening to dance in celebration of their new-found knowledge.

"I created a theatrical and playful tone in this film," says Sigismondi. "But, behind all of the tongue-in-cheek, it's raising a really important point. We can't love anyone else until we love ourselves first. Love brings universal joy."

A true lifestyle experience for a high-performance global community, Equinox provides unparalleled access to premium fitness offerings, integrated regenerative services, expertly tailored holistic programming in partnership with its Health Advisory Board and transformative active travel experiences, putting self-devotion on display every day. The 2020 brand campaign, launching on January 6th, is a creative reflection and celebration of just that.

Additional credits (video):

- Production Company: Believe Media
- DP: Adam Newport-Berra
- Music: 'Do You?' by TroyBoi

Additional credits (stills):

- Styling: Karen Langley
- Hair: Paul Hanlon
- Makeup: Lucia Pieroni

ABOUT EQUINOX:

IT'S NOT FITNESS. IT'S LIFE: Founded in 1991, Equinox was built on the notion that fitness can empower a life well-lived and foster a strong community of high-performance individuals. Nearly 30 years later, Equinox continues to lead and disrupt the category it singularly defined, operating over 100 full-service Clubs globally across major US cities including New York, LA, Miami and San Francisco as well as London, Toronto and Vancouver, each featuring bespoke design in an unparalleled luxury environment. Grounded in the core tenets of Movement, Nutrition and Regeneration and backed by a Health Advisory Board of industry-leading experts across these disciplines, the company offers a holistic approach to fitness, inclusive of Equinox signature group fitness classes, personal training, Pilates, spa services, apparel, experiential travel and food & beverage. In July 2019, Equinox unveiled Equinox Hotels as a true culmination of its lifestyle brand promise, redefining the luxury hospitality experience to be a seamless extension of high-performance living. For more information, visit www.equinox.com.

ABOUT FLORIA SIGISMONDI

Floria Sigismondi is a world-renowned creator of film, music videos, branded content, photographs, art and experience. Her coveted eye incorporates the ethereal and the mysterious, the whimsical and the weird, the humorous and the provocative, always commanding profound aesthetic elements to illuminate story. With notable work in nearly every field of visual ephemera, Floria's directing ranges the impressive gamut from iconic music videos for David Bowie, Justin Timberlake, Rihanna, Dua Lipa and The White Stripes to her feature debut with The Runaways starring Kristen Stewart and Dakota Fanning. When coupled with global brands, Floria has helmed lauded campaigns for the likes of Samsung, New York Times, Gucci, Thierry Mugler and Motorola, among others. Her new feature, The Turning, a modern adaptation of the 1898 horror novella The Turn of the Screw by Henry James, opens in theaters around the world in January. The film is executive produced by Steven Spielberg and stars Mackenzie Davis and Finn Wolfhard.

ABOUT GLEN LUCHFORD:

Glen Luchford is a world-famous fashion and portrait photographer, as well as author and filmmaker. For the last thirty years, he has worked with most of fashion's leading magazines and Brands including British Vogue, French Vogue, Lanvin, CK and many more. His work first caught the public eye in the late 1990s, where his avant-garde fashion campaigns for Prada won him the prestigious Best Campaign Award from the British Design and Art Direction Organization. Luchford has successfully exemplified a visual language that had never before been seen in the fashion or fine art arenas, launching the photographer as one of his generation's most imaginative talents. His work is collected by some of the most prestigious museums in the world such as, The Victoria and Albert Museum, London, MoMA, New York, The Getty, Los Angeles, MoCa, Los Angeles, The

Hermitage, Russia, Dallas Contemporary and the Guggenheim Museum, Los Angeles, for their permanent archive.

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