

HEALTHCARE

Equinox commits to hiring 5,000 personal trainers

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This decision comes as demand for customized gym experiences booms. Image credit: Equinox

By LUXURY DAILY NEWS SERVICE

American luxury fitness club Equinox is committing big to its promise of providing the best in fitness to its customers.

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The gym brand announced that it will hire an influx of personal trainers within the next two years. This decision comes as demand for customized experiences booms across categories, including fitness.

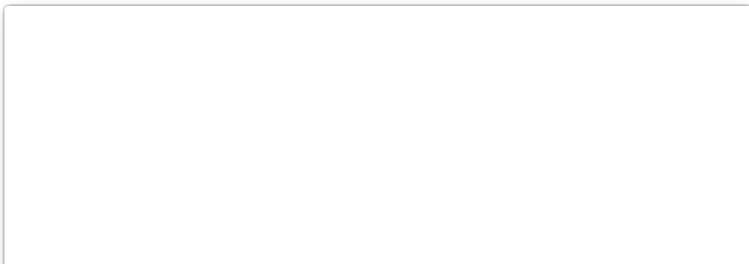
"People around the world want to live a high-performance lifestyle, and the desire to be a part of the Equinox community has never been stronger," said Scott DeRue, president of **Equinox**, in a statement.

"To support our members, we are making a bold commitment of hiring 5,000 Performance Coaches, investing in their training and education, and developing new Personal Training programs to help our members achieve extraordinary results."

All gas, no brakes

Amidst the quantitative hiring spree, the luxury gym club is also focusing on qualitative moves.

In addition to bolstering personal trainer numbers, Equinox created a new certification program in partnership with California's Lionel University, committing to cover all costs of accreditation and training. The program will give qualified candidates a deeper background in anatomy, physiology, kinesiology and nutrition before becoming trainers for Equinox members.



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A post shared by Equinox (@equinox)

Equinox also announced that it is partnering with Hiring Our Heroes, a corporate fellowship program that helps U.S. military veterans transition to domestic life by finding them job opportunities within the brand's personal training institute.

"We are honored to empower the military community with economic opportunities through our Performance Coaching Programs that enable personal and professional growth," said Alim Dhanji, executive vice president and chief people officer at Equinox Group, in a statement.

In January, the luxury fitness brand controversially refused new memberships over a 24-hour period as part of its "no shortcuts" mantra ([see story](#)).

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