



Kerry Kne (left)

President and CEO

Krista Kne (right)

Vice President and COO

Flirty Girl Fitness

TORONTO, ONTARIO

“Our classes are so full that it’s becoming an issue,” Kerry says. “We’re scrambling to find a second location in Toronto.”

The pair plan to open two more studios — one in Toronto, the other in Miami — within a year, followed by further expansion to other cities.

The Kne sisters are also blessed with another problem: a waiting list of people — mostly wives of NBA and NFL athletes, says Kerry — wanting to invest in studios in their hometowns, the result of the snowball effect after the wife of a Toronto Raptors’ player attended a class and later returned with friends. Kerry and Krista have since developed a franchise package, including software and portable poles.

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“We’re the only studio in North America with a gym like this,” says Kerry. “We have 20-foot ceilings, chandeliers, a huge Coyote Ugly bar, a sundeck, a huge lounge.”

Women love it, she adds. “They work out now because they love it, not because it’s a chore. They have a swing in their step when they leave. It’s very much a social club, more than just a gym.”

— Bruce Deachman

It’s odd to imagine a fitness empire born from watching daytime television, but that’s exactly the genesis of sisters Kerry and Krista Kne’s Flirty Girl Fitness.

In February 2005, Kerry was watching “Oprah”, and saw “Desperate Housewives” star Teri Hatcher give a demo of a sexy fitness class she was taking in Los Angeles.

“My first inclination wasn’t to create a business,” recalls Kerry, “but simply to take a class. It looked fascinating.”

Yet by December of that year, Kerry and Krista had opened Flirty Girl Fitness, a 5,000-square-foot studio in Toronto — the largest of its kind then in North America — offering sensual

fitness classes.

“We started with the concept ‘Wouldn’t it be great if all classes were that entertaining?’” says Kerry. “And it grew into something much bigger.”

Now, pole-dancing fitness is just one of between 30 and 40 classes taught by the Flirty Girls and their 50-member staff — who work at the Toronto studio and a larger one recently opened in Chicago. They also teach striptease, MTV choreography, Coyote Ugly dancing, Pilates, boxing, muscle conditioning, power yoga, belly dancing and “Flirty Fight Club.” Patrons can relax at the licensed bar, or enjoy a pedicure or manicure.

Define “success”.

“We’re changing women’s lives, and success for us is coming one woman at a time.”

