



Vibe 28®

WELLNESS • FITNESS • RECOVERY

Vibe 28® LICENSING OVERVIEW

A Proven Wellness Brand Built Through Real-World Studio Ownership

Vibe 28® was developed through more than five years of real-world studio ownership, operations, programming, community engagement, and brand development.

Today, that experience supports licensing opportunities for operators seeking to launch premium wellness, recovery, and fitness concepts with greater speed, confidence, and strategic clarity.

This is not starting from scratch.

This is building on a foundation already proven in the real world.

THE OPPORTUNITY

- Proven operating model
- Premium wellness positioning
- Strong retention framework
- Experience-driven brand strategy
- Efficient revenue model
- Scalable growth potential

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BUILT BEYOND FOUR WALLS

Vibe 28® was intentionally developed as more than a workout. Through community events, strategic partnerships, wellness activations, sponsorships, media exposure, and experience-driven marketing, the brand evolved into a lifestyle-focused wellness business with strong visibility and member engagement.

- Featured on television and local media
- Built through events and strategic partnerships
- Experience-driven client acquisition
- Community-centered retention model
- Lifestyle-focused wellness positioning
- Proven brand-building framework

This is what transforms a wellness concept into a recognizable brand.



LICENSING OPPORTUNITY

What's Included

- Vibe 28® Brand Identity
- Proprietary 28-Minute Programming Framework
- Studio Layout Guidance
- Pricing & Membership Strategy
- Instructor Onboarding Systems
- Marketing Positioning
- Launch Planning
- Operational Support
- Ongoing Advisory Access

Flexible Deployment

Designed for:

- Boutique Wellness Studios
- Recovery Concepts
- Existing Fitness Facilities
- Residential Wellness Spaces
- Hotel Wellness Programs
- Resort Wellness Environments

Independence with Support

Vibe 28® is not a franchise.

Operators maintain ownership and control of their business while benefiting from proven systems, brand positioning, and operational guidance.



WHY OPERATORS CHOOSE Vibe 28®

- Built Through Real Studio Ownership
- Proven Operating Systems
- Premium Brand Positioning
- Strong Retention Framework
- Multiple Revenue Opportunities
- Scalable Wellness Model
- Community-Driven Growth Strategy
- Founder-Led Support

The experience gained through building and operating Vibe 28® now supports a growing portfolio of licensing, studio development, wellness suite, and hospitality wellness opportunities.

*Thank you!
Angelique*