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Press Release Distribution Report

November 10, 2025

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Distribution Report

Haus of B. Pilates Opens New Wellness Studio in Austin's Clarksville Neighborhood

Date Submitted: 2025-11-10

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Haus of B. Pilates has opened its new wellness studio in Austin's Clarksville neighborhood. The move marks a major milestone for the Austin-born brand, which has grown rapidly since its founding in November 2024. The new location reflects Haus of B. Pilates' continued commitment to bringing movement, recovery, and community together under one roof.

The 3,000-square-foot facility replaces the studio's original eight-reformer space and now houses multiple training rooms dedicated to reformer Pilates, mat Pilates, yoga, strength training, and private instruction. The studio also includes a recovery lounge featuring an infrared sauna, Revive cold plunge, and showers, along with an outdoor garden for community gatherings and wellness events.

"The expanded studio allows us to integrate movement and recovery in one cohesive environment," said **Banks Cooney, Founder of Haus of B. Pilates**. "Our goal has been to design a space that supports both physical strength and mental restoration through intentional design and thoughtful programming."

Facility and Program Overview

Each area of the new Haus of B. Pilates studio is designed to serve a specific aspect of wellness:

- **Reformer + Tower Studio:** A dedicated space for contemporary reformer Pilates, featuring hand-painted murals and adjustable tower systems.
- **Mat Pilates & Yoga Room:** A calm, grounding environment for mat-based Pilates, yoga, and mobility classes.
- **Private Training Room:** An upstairs suite with natural light and state-of-the-art equipment for personalized instruction.
- **Recovery Lounge:** A wellness area featuring an infrared sauna, Revive cold plunge, and showers for restorative recovery.
- **Outdoor Garden:** A landscaped patio designed for outdoor classes, gatherings, and pop-up wellness events.

The new location expands Haus of B. Pilates' existing schedule with additional reformer and yoga sessions, strength-focused classes, and private instruction. The studio continues to host collaborations and pop-up events with Austin-based wellness and lifestyle brands.

A Growing Presence in Austin's Wellness Community

Since opening its doors in November 2024, Haus of B. Pilates has established itself as a community hub for mindful movement and inclusive wellness practices. The new Clarksville studio reinforces that mission—offering a space where Pilates, recovery, and

connection coexist within a single, intentionally designed environment.

For additional information, class schedules, and membership options, visit www.hausofbpilates.com.

About Haus of B. Pilates

Founded in November 2024 by movement educator **Banks Cooney**, Haus of B. Pilates is an Austin-based Pilates and wellness studio offering group reformer classes, mat Pilates, yoga, strength training, private training, and recovery experiences. The studio is dedicated to promoting mindful, inclusive, and sustainable wellness practices that bring together movement, recovery, and community in one space.

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