

RIVIERA

ORANGE COUNTY | MODERN LUXURY™

The Nightlife Issue

VIVA
LA NOCTURNE

**IN
THE
BEAT
OF
THE
NIGHT!**

*Where the Cool Kids Club
The After-Dark Guide
to O.C.'s Loudest Bands,
Hottest Happy Hours,
Best Bars and Darkest Dives*

+PLUS

HOW COOL IS YOUR COCKTAIL?

LOLA LUST!

DISCO BALL FEVER

SEXY SUSHI... IN SANTA ANA!

SWIMWEAR WITH FLAIR

B.E.P. FOR Y.O.U.

AND ALL THE TOP PARTIES



Bar None!

Kick clubs to the curb in favor of three fresh—and ferocious—specialized studios

By *Kathryn Ramsey*
Photography by *Edward Davis*

Forget the nightclub grind and the health club banter. Cross-Media's hottest new non-blazing venues are vint, highly specialized fitness studios that pack a major punch and claim major slim-down results. In the past year, three studio fit snags have opened along a short stretch of busy 17th Street, offering distinct perspectives on the fresh wave of workouts. One offers a combo of high-energy Spinning with a mix of Iyengar, Ashtanga and power yoga; another is a deceptively simple looking blend of balls and isometrics; and the last features Israel's endlessly exhausting martial art style. "People are looking for a Starbucks environment in a fitness destination, not a place to be just another member," says Roni Dancher, founder of OC Kick Mags. The owner agrees: "You have to work to be good at one thing—that's why there are pediatricians and plumbers." says Pure Barre's Melissa Pommer. "They specialize in one area because they're the best at it, just like we train and work to speak like in that."

YAS

THE METHOD: Heart-rate Spinning—sprints, jumps, hills—begins each one-hour YAS session, ending with intense yoga for a bliss. **THE VIBE:** "No chanting, no props, no Sander." **THE OWNER:** L.A. triathlete Kimberly Fowler conceived YAS in '01 to teach the importance of balancing strength and flexibility. Her gym's popularity exploded as a devoted biker's dropping inches, and the pair franchised up for sale across SoCal (Laguna is still available). Danielle Miller scooped up the central 17th Street spot, bringing O.C. up to speed with the urban craze in January. **THE LINE:** Green accents a mid-alley studio's space. **THE MUSIC:** Bleached blonde high school, herbed oregano and lean yoga guys. **THE BROTHERS:** Top 40 hits and old faves for Spinning; U2 and Jack Johnson for yoga. **THE BEAT:** Spins are the main endurance test. **THE BONUS:** Acorn Café for smoothies. **THE BEAT:** "It changes class' lives. People say they sleep better, increase their tone and look better with overall wellness," says Miller. 335, 201 E. 17th St. yas.com



THE BARRE: It's a workout that has been called "the best 10" by *Forbes* for its ability to tone the core of the body.



PUREBARRE

THE METHOD: A female-centric series of tiny, seemingly simple motions and squats at the barre (incorporated with deep stretching), which pose almost impossible to find, even for athletic bodies. **THE VIBE:** "Lift. Tone. Burn." **THE OWNER:** Carrie Rexach photographed the 55-minute routine to effectively build long, lean muscle and burn fat. A former water polo player, Pommer, 25, became addicted after trying it at her local S.D. studio. "It changed my body quicker than anything I had done in my life, and I was in pretty good shape," she says. "It's bar-bling!" With a DRY attitude, the fit leader opened her own studio in March. **THE BEAT:** Bright and welcoming. **THE BONUS:** Core and/or-clad instructors assist your mommy diaper, hip wavy-somethings and businesswoman. **THE BROTHERS:** Bay and 110

Coldplay, with some '70s and '80s in between. **THE METHOD:** Holding a squinting, back-filled leg at a 90-degree angle. **THE BEAT:** **THE OWNER:** Kian Coffin. **THE VIBE:** "No matter how fit or thin you are, [Pure Barre] tests body parts you didn't know could be lost. People haven't seen their abs or flabs in their life," says Pommer. *Pure Barre, 234 E. 17th St. purebarre.com*

OC KICK MAGS

THE METHOD: After a quick-hitz, 10-minute warm-up with a half-hour of ridiculous cardio, followed by structured self-defense practice (kicking, boxing, gun training). **THE VIBE:** "Heavy on the martial, easy on the art." **THE OWNER:** Dancher was a karate kid before discovering and devoting himself to Israel's national self-defense system, Krav Maga, in 2000. He's now spreading the useful technique through OC, via his H.R. gigs and year-old Cross-Media studio. **THE BEAT:** Nothing slow here—this is a place to sweat. **THE BONUS:** Hot, tough chicks who want something to punch, and dudes—across, muck or soft—looking for a challenge. **THE BROTHERS:** Hard, driving music like Metallica and Linkin Park. "You get lit by the music, lit by the pads and drenched with the lights off so it feels like a real-life attack," says Dancher. **THE BONUS:** Spinoffs (dropping into a wide push-up position and back up) and kicking inside a circle of four stricken practitioners. **THE BONUS:** Carolina Park Kitchen next door for noon and lunch. **THE BEAT:** Barping 900-1,000 calories per hour means slim or insane full-good weight loss and sky-rocking confidence. *OC Kick Mags, 630 W. 17th St. okmfitness.com*