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THE GLOBE AND MAIL

CANADA'S NATIONAL NEWSPAPER ■ FOUNDED 1844 ■ GLOBEANDMAIL.COM ■ SATURDAY, MARCH 5, 2005

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FERNANDO MORALES/THE GLOBE AND MAIL

They'll get your dry cleaning done while you tap into your inner Ali.

TALK OF THE TOWN THE YORKVILLE CLUB

BY TRALEE PEARCE

Now there's a gym that allows for no excuses. The tony Yorkville Club in Hazelton Lanes launched a concierge service this week that will take care of the pesky errands that keep you from pumping iron.

The latest update to what was, until last June, Yorkville Fitness starts with valet parking in the garage — and a car wash if you'd like. Upon checking in, you can hand over your Whole Foods grocery list (it's just downstairs) and your laundry, which they'll take to Dove cleaners and have back in 48 hours. Need tickets to a Raptors game or the opera? No problem. Dinner reservations at Susur? Leave it to them.

"The whole club is designed not to interrupt the flow of a businessperson's life," says owner and fitness guru Mark Kehr, who has counted Jeremy Irons, Norman Jewison and Alanis Morissette among his clientele. "Give us half an hour of your time to work out and we'll do all your errands."

The concierge concept dovetails nicely with the club's boutique-hotel vibe. Fluorescents have been jettisoned from the 24,000-square-foot state-of-the-art space in favour of low, moody lighting — all the better when in range of a mirror. And with its low-slung, sleek furniture, the entrance is very much a lobby. Wireless Internet connections will make you feel like you're in New York doing haute business, even if you're just checking out The Onion.

Other new calling cards? Yoga classes are brought to the club by established teachers from the Yoga Studio. And the club's 17 top health-and-fitness pros have collectively published 15 books.

But really, the concierge is the reason to fork over the roughly \$140 monthly fee.

"This allows our clients to focus on themselves and leave their things to us," Mr. Kehr says. "Anything that's legal, that is."

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