

Look Out Peloton: Local “Mom & Pop” Spin Studio Delivers

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Bubble News



Clementine preparing bikes for delivery

Photo courtesy of Clementine Studio

Clementine Studio takes on Peloton with spin bike rentals

Open since 2013, Clementine Studio has been serving up spin classes in Fair Haven to a dedicated and loyal group of riders. Over the last 7 years Clementine has built a reputation as a friendly and welcoming environment with some of the top instructors around. People have noticed, and Clementine has been voted Best of Monmouth for the last 5 years.

2020 started as one of Clementine's best ever, and then COVID hit. With the closing of their studio in March, this “Mom & Pop” business quickly looked for ways to keep their riders in the saddle. Owner Effie Drossman began working on a unique concept--bringing the spin studio experience to their riders' homes. "After a few weeks, some riders asked about renting our bikes. And I was trying to figure out a way to keep our instructors working. Then it hit me--if we can't reopen the studio, then I can bring the studio to them."

Effie reached out to her customers offering to rent out her bikes, and within a day they were all rented. She converted her spin studio into a film studio, setting up cameras, tripods, lighting, and sound. "It was a fast and steep learning curve, and we definitely made some mistakes in the beginning, but our riders loved it so we stuck with it and worked out the kinks", said Drossman.

At the same time, the waiting list for bike rentals was growing and there was no end in sight to the COVID-closing, so Drossman scoured the country to source more bikes to meet the need. "Spin bikes were in huge demand, and the factories were closed for months, so there was a serious shortage of bikes. We were lucky to find some commercial suppliers with stock of the higher quality commercial bikes we use in the studio." The bikes have all been rented out, and the immediate success of the rental business told them they had created something special. While Peloton makes headlines for selling spin bikes with a 3 year payment plans, Clementine offers riders flexibility with monthly rentals and similar virtual classes with high quality bikes. Clementine is now streaming spin classes 7 days/week, and they have added floor-based body sculpt and health/lifestyle classes to their lineup. All of the classes are available on-demand through their online library.



Spinning Outdoors?

But Drossman didn't stop there. As the warmer weather arrived, she created an outside space, adding a trailer that holds exercise bikes and decorating with palm trees and hotel-style shade sails. "We call it the



A “Wheelhouse” class has up to 10 riders

Photo courtesy of Clementine Studio

Wheelhouse and we haul the bikes in and out for the classes.” With a maximum of 10 bikes, classes are offered three times a week. Bikes are sanitized before and after each rider and positioned at least 6 feet apart.

“There are a lot of people who are not there yet and for them we’re doing our online classes,” Drossman said. “And for those people who have been home motivating themselves, maybe they need more. They’ve been cooped up for so long, they’re just craving the interaction. And there’s nothing like working out with your community.” Her outdoor classes have been filling up, and with no end in sight to the studio closing, Drossman is resigned to the fact that outdoor classes may be the new normal for gyms. "None of us asked for this, but we have to make the best of our situation. I'm going to continue working on keeping out riders fit and healthy until this crisis is over."

Spinning Fanatic



Effie has been a Spinning fanatic for the past 20+ years, starting while working on a trading desk at JPMorgan on Wall Street. She took her first class with a friend and colleague, not knowing what she was getting in to: “It was NOT love at first sight for me!! During that first class I saw stars and nearly fell off my bike from exhaustion, honestly...but...for some reason, I was hooked!” Effie kept going back, realizing that the class was such a great stress and anxiety reliever. “Spinning has been the one constant for me, keeping me sane and

having fun doing it. Through Clementine, I created a local destination that was a single focused studio dedicated to indoor cycling. A place with incredibly motivating, high energy, fun instructors who get riders in the zone and burning crazy calories with each class.”

With Clementine, Effie and her husband Dave have created an energetic, fun, and fresh workout experience. They also built the type of community gathering space that is hard to find. At Clementine, locals spin, sweat, and socialize in a socially-distanced outdoor space. Effie and Dave oversee all aspects of the business. Effie also teaches classes each week. "We work to deliver a fun and engaging experience, and our riders always come first. We are lucky to have such an amazing group of instructors."

Clementine Cycling is located at 813 River Road in Fair Haven. For more information call 732.784.7735 or visit clementinecycling.com.