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## Upper cuts on the Upper East Side: How specialist boxing gyms are replacing running and spinning as workout of choice for super-fit New Yorkers

By Tamara Abraham

As most enthusiasts are well aware, a typical boxing gym is far from glamorous. But on New York's Upper East Side, boxing had become the workout of choice for the city's upper crust. Specialist centres are popping up in five-star hotels and luxury gyms are reporting a surge in demand for martial arts classes.



*Fighting fit: Former kick boxing champion Adelino DaCosta, pictured with a client, has been introducing New York's Upper East Side to boxing*

A new gym at **The Mark hotel** is the latest outpost for Punch Fitness, which was founded by former national kick boxing champion Adelino DaCosta. In addition to boxing, it offers Thai boxing, kickboxing and jiu-jitsu as well as mixed martial arts classes aimed at toning the body.

Mr DaCosta already operates centres on Madison Avenue and in the Hamptons.

Read more: <http://www.dailymail.co.uk/femail/article-2064961/How-specialist-boxing-gyms-replacing-running-spinning-workout-choice-super-fit-New-Yorkers.html#ixzz1eXnolkLV>

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He believes boxing appeals to the most affluent sections of society because it combines power and precision - skills one might be required to harness in a high-powered job. 'It is the most successful businessman that has already learned the importance of patience, technique, and attack,' he explained.

The nature of the sport also makes for very effective stress relief. 'The most successful businessman that has already learned the importance of patience, technique, and attack' 'Ultimately, [my clients] find release from stress, pressure, and all other sources of physical toll,' he said. Punch is not the only organisation to have benefited from the boxing trend.

High-end gyms have experienced soaring demand, and are offering more martial arts-based classes than ever to keep up.

A spokesman for DavidBartonGym said: 'We've certainly seen a surge in interest in boxing classes, especially in women.' They revealed that its Fight Club class, a combination of aerobic boxing drills with strength movements, is one of its most popular.

It's little surprise they are such a winner - a boxing session is so intense, Mr DaCosta calls all other workouts 'a warm-up'.



*Star power: Adriana Lima did boxing before the Victoria's Secret show (left) while Blake Lively (right) included kick boxing in her routine while filming Green Lantern*

And California chain LA Boxing calls it 'the toughest hour you've ever spent in a gym.' If any further evidence was needed, Blake Lively's personal trainer Bobby Strom included kick boxing as part of her training while filming Green Lantern.

And Victoria's Secret supermodel Adriana Lima revealed boxing was her workout of choice ahead of the much-anticipated lingerie showcase earlier this month.

'It is really intense,' she said. 'It's not really the amount of time you spend working out, it's the intensity.' Well, no wonder she's so fighting fit.