‘FITWHEY GYM’ To Open Flagship Branch at SHOW DC

Leverage SHOW DC’s location in the heart of Rama 9 to attract health and wellness lovers

In the photo, from left: Danupon Chilli, Owner of FITWHEY GYM; Regina Loo, Chief Marketing & Merchandising Officer of SHOW DC; and Varavut Pinrujirat, General Manager of FITWHEY GYM.

BANGKOK, Thailand – FITWHEY GYM is set to open its Thailand flagship branch at SHOW DC in the heart of Rama 9 in November 2019. Catering to Rama 9’s growing business and residential community, the state-of-the-art flagship branch will serve the needs of city dwellers looking to enjoy a more active and healthy lifestyle, and will also target the health-conscious new-gen segment.

Fithwey is well known for their protein and supplements which help to deliver personal fitness goals such as build strength, size or fat loss, while FITWHEY GYM offers modern fitness facilities where people can improve their health and enjoy an active lifestyle.

Varavut “Pekky” Pinrujirat, General Manager of FITWHEY GYM, said, “We will open a new FITWHEY GYM at SHOW DC in November this year and it will be our flagship branch. Covering an area of 3,218 sqm it will be our biggest in Thailand and the large space allows us to offer more classes and activities. We are creating a one-stop healthy, active lifestyle destination for all and a full range of functional and exercise equipment will serve customers in a modern fitness space in the heart of the city. We will also have a large selection of Whey Protein and supplemental products, plus sports equipment for sale. At the flagship we will also provide nutrition planning consultation, and workshops run by professional trainers.

“We chose SHOW DC for our flagship branch due its prime location in Rama 9. This is Bangkok’s new central business district and is also home to a large and growing business and residential community. SHOW DC itself is spacious and modern, and has ample parking for our customers. We believe that our flagship will answer all the needs of health lovers and we expect 4,000 active memberships within a year.”

FITWHEY GYM expects to have a healthy balance of women and men using the facilities and in addition to appealing to people who enjoy an active and healthy lifestyle from 15 years upwards, FITWHEY GYM is targeting the new generation who place a high value on a good lifestyle and care for their health and wellness. As a market segment, the new-gen are open to new experiences and will enjoy the wide variety of fitness classes on offer at FITWHEY GYM.

Using the latest equipment imported from Italy, FITWHEY GYM at SHOW DC facilities include free weights, strength machines, cardio, cycling studio, dance studio, yoga studio and crossfit zone. Trainers are onsite and personal training is available. Unique to FITWHEY GYM at SHOW DC will be a large shop offering sports products, Whey Protein and supplements, as well as a Fit Cafe serving healthy food and drinks. A consulting room and training room make up the state-of-the-art facility.

Regina Loo, Chief Marketing & Merchandising Officer of SHOW DC, commented “FITWHEY GYM will be an excellent addition to SHOW DC’s sports offering. Our sports zone on the third floor offers a true brand shopping experience with more than 30 international and domestic brands available at

outlet prices, and has proved very popular with buyers across the city. From November this year, the Rama 9 community and FITWHEY GYM fans across the city will be able to enjoy a world-class gym and fitness experience here at SHOW DC, and we look forward to welcoming them all."

FITWHEY GYM at SHOW DC will open in November 2019 and will be open 06:00 to 24:00 daily with the plan to extend to 24-hours operation in the near future. To celebrate the new opening, FITWHEY GYM are offering special promotions for FITWHEY customers and health lovers.

FITWHEY GYM currently operate two branches in Thailand, including one at Lat Phrao 101 Road and a franchise in Chiang Rai. In addition, there is a franchise store in Vientiane, which operates under the name Sengvixay Gym by Fitwhey.

About SHOW DC
SHOW DC is Thailand's largest outlet shopping destination in the heart of Bangkok. Situated on 43 rai (17 acres) of land in the Rama 9 area of Bangkok with over 180,000 sqm and a total investment of 9.5 billion baht (approx. USD 300 million), SHOW DC opened in December 2016. For more information, visit www.showdc.co.th.