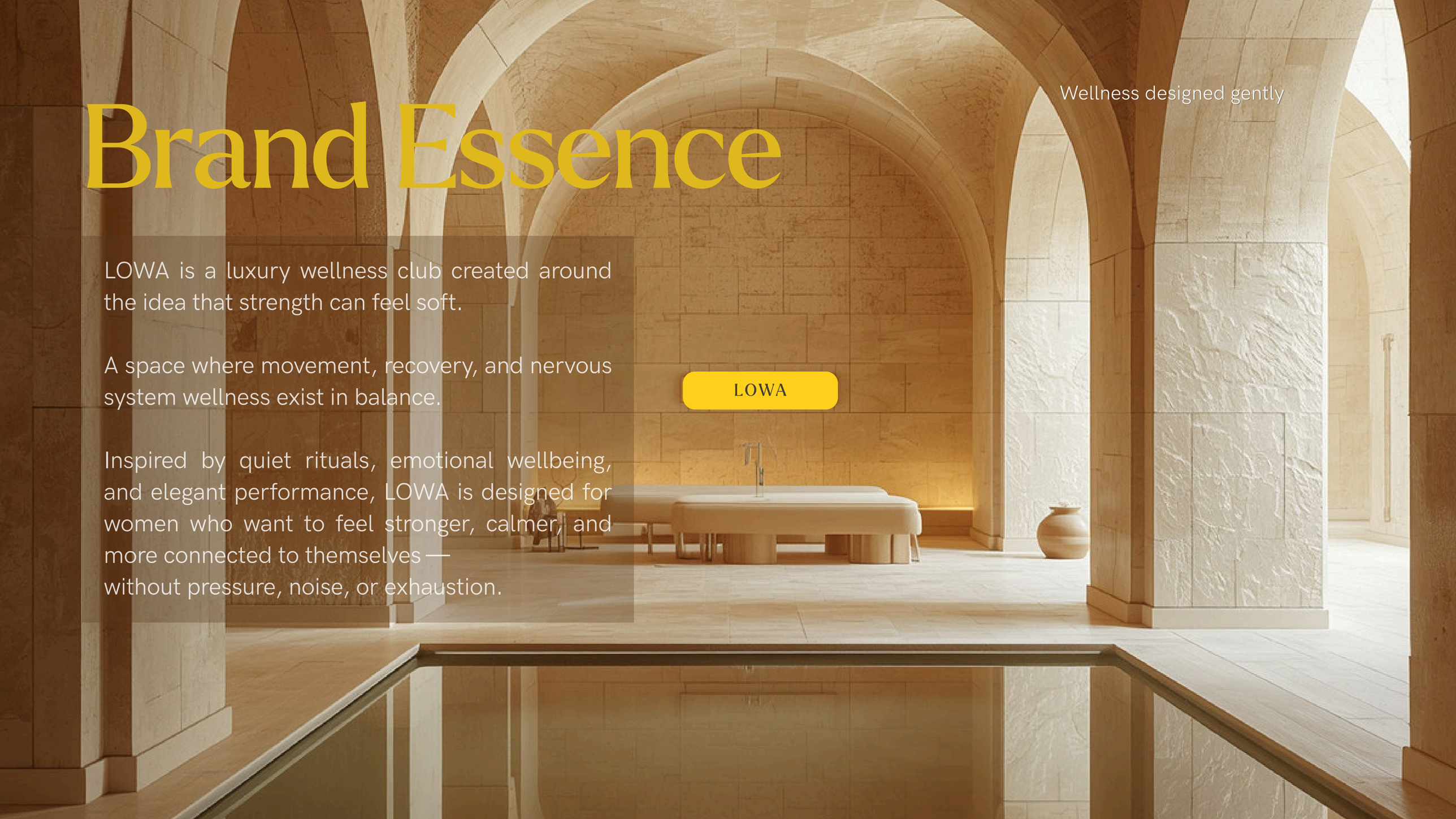

LOWA
Love • Origin • Wellness • Aura
Strength without noise



Wellness designed gently

Brand Essence

LOWA is a luxury wellness club created around the idea that strength can feel soft.

A space where movement, recovery, and nervous system wellness exist in balance.

Inspired by quiet rituals, emotional wellbeing, and elegant performance, LOWA is designed for women who want to feel stronger, calmer, and more connected to themselves —
without pressure, noise, or exhaustion.



Our Philosophy

We believe movement should not feel aggressive, performative, or punishing.

At LOWA, wellness is approached as a ritual of returning —
to the body, the breath, and a calmer internal rhythm.

Through intentional movement, recovery, and sensory spaces, LOWA creates an experience where strength feels elegant, restorative, and deeply human.



Wellness designed gently

The LOWA Experience

LOWA combines movement, recovery, and sensory wellness into one connected experience.

Every space is designed to regulate the nervous system, restore energy, and create a calmer relationship with the body.

From reformer studios and recovery pools to breathwork rooms and quiet lounges, LOWA is built around softness, rhythm, and intentional wellbeing.

Spaces

01

Reformer Pilates Studio

Sleek, architectural, precise — movement as art.

02

Recovery Pool

Warm, calming, restorative spaces for renewal.

03

Breathwork Studio

Serene, softly lit sanctuary for clarity.

04

Tea Bar & Lounge

Intimate warmth with natural materials.

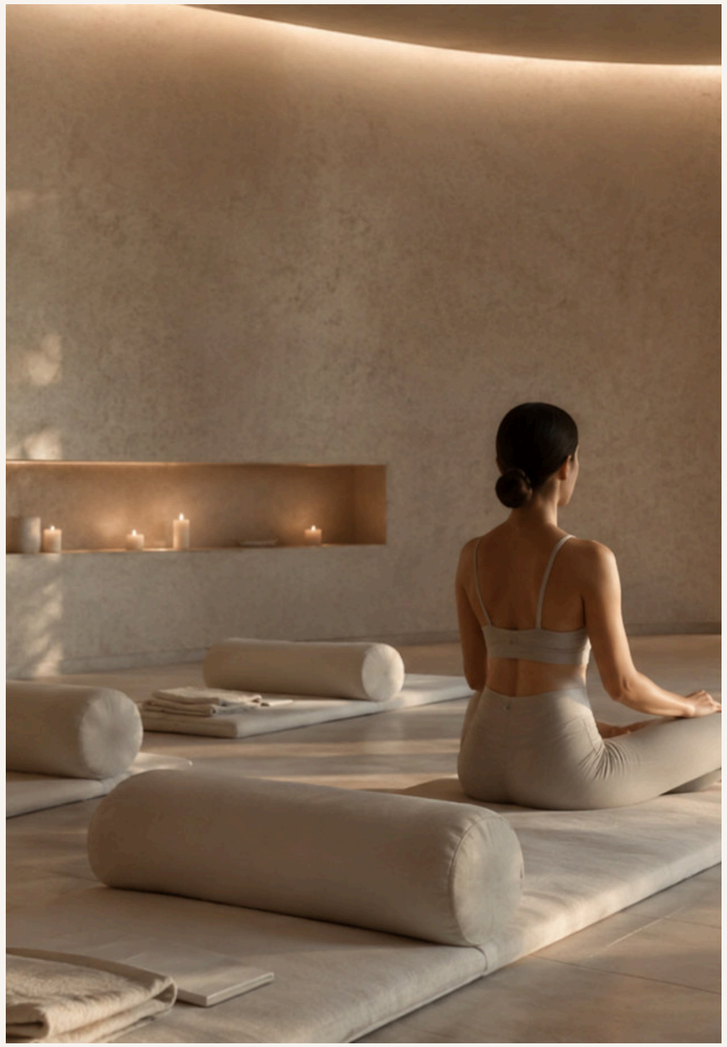
Pilates

elegant strength through mindful movement



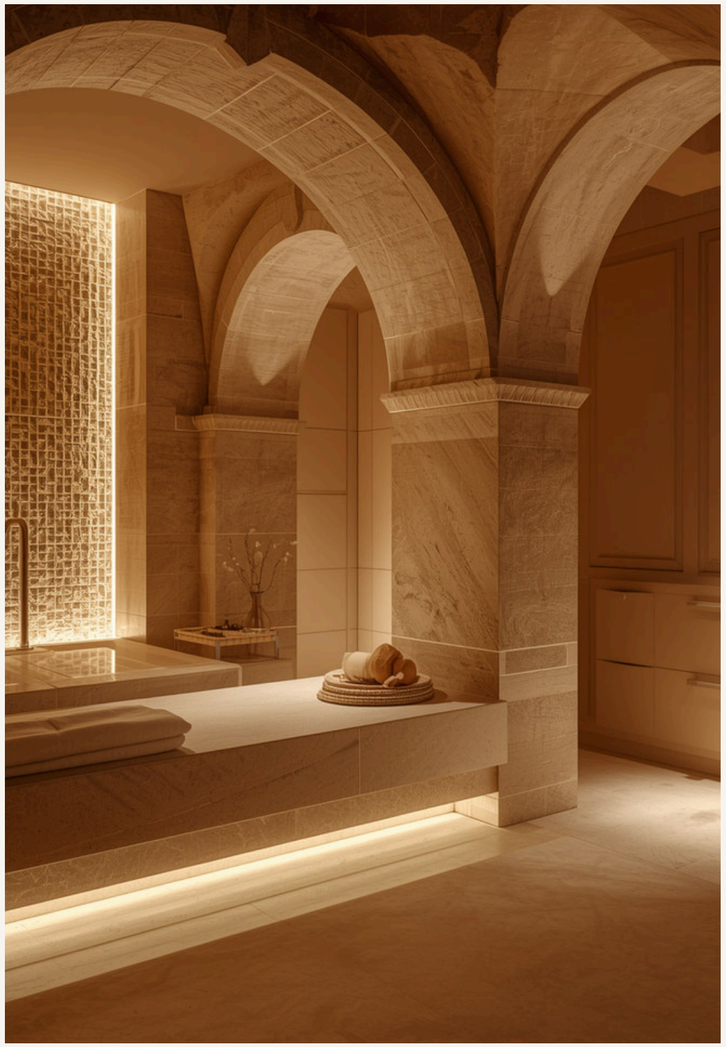
Breathwork

nervous system calm and clarity



Recovery

intentional rest and renewal



Signature Rituals

Movement Rituals
Intentional reformer and sculpt sessions designed to build elegant strength without stress.

Recovery Rituals
Cold plunge, infrared warmth, breathwork, and nervous system restoration.

Sensory Rituals
Soft sound, scent, texture, and lighting designed to calm the body and mind.

Longevity Rituals
Wellness experiences focused on sustainable energy, softness, and long-term wellbeing.



A Private Wellness Club

LOWA is designed as a calm sanctuary for women seeking balance, longevity, and elegant strength.

More than a studio, LOWA offers a complete wellness experience through movement, recovery, ritual, and community.

Every detail — from light and scent to architecture and sound — is curated to support a softer, more intentional way of living.



Visual Identity

COLOR PALETTE

Warm Bone	Stone Beige	Sage Smoke	Silver Mist	Soft Graphite	Deep Espresso
#F5F0E8	#D8CCBE	#A7ADA3	#D9DEE2	#5F615D	#473D36

VISUAL ATMOSPHERE

Minimal shadows
Warm architectural lighting
Water reflections
Soft movement
Calm emotional luxury

LOWA combines warm minimalism, emotional softness, and architectural calm into a refined wellness identity.

TYPOGRAPHY

Titles — Cormorant Garamond
Body — Montserrat Light

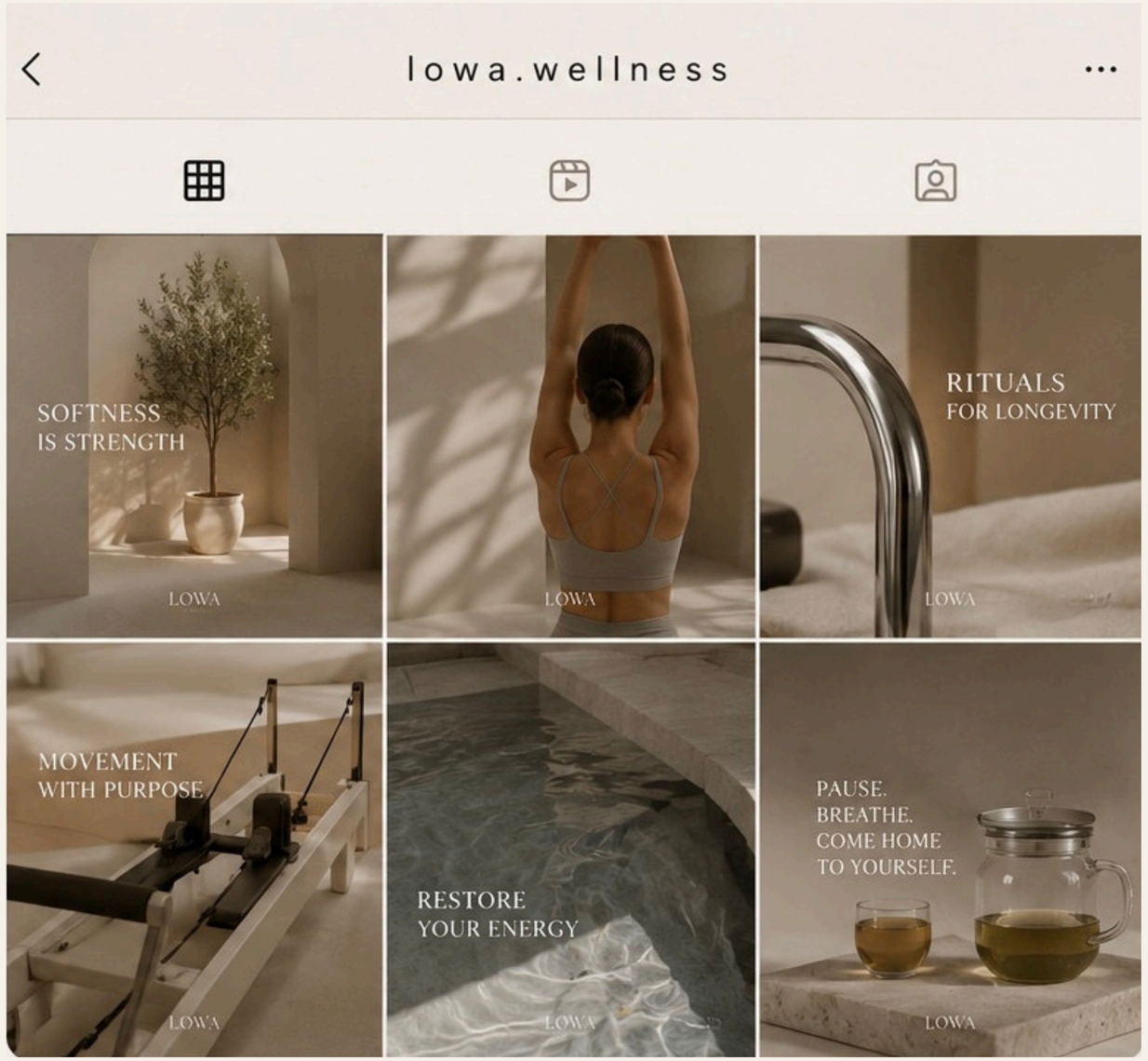
MATERIALS & TEXTURES

Limestone
Brushed chrome
Warm linen
Soft reflections
Muted glass
Natural light

Instagram Direction

LOWA’s digital identity is designed to feel calm, editorial, and emotionally restorative.

Through muted movement, architectural visuals, soft lighting, and intentional storytelling, the brand creates an online atmosphere that feels cinematic, minimal, and deeply human.





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