



Media Release

WA's Desperate Housewives

Perth neighbours Kelly Bannister (33) and Britt Bailey-Kerber (30) are helping WA women follow in the footsteps of stunning Desperate Housewives star Teri Hatcher and take up pole dancing.

The entrepreneurial duo are the cofounders of shemoves Pole Dance Fitness studios – a Western Australian business success story catering for women of all ages with exercise routines based on the moves of professional exotic dancers.

Only a year after opening their doors, shemoves is running more than 40 female only classes a week across its Leederville and Fremantle studios.

They are about to move into bigger, custom-designed studios in Lord Street Perth to meet demand for the female fitness craze.

“Perth women have really embraced the concept of pole dancing their way to fitness,” said Kelly.

“It’s about toning up and feeling really comfortable with your body.”

Britt, herself a former exotic dancer, said aerobic classes combining pole and lap dancing moves were also popular.

“You burn the calories and gain an enormous sense of confidence through the moves,” she said.

“And it is strictly a tracksuit pants and t-shirts environment - there is not a g-string leotard or stiletto in sight.”

ENDS

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