



Business Community

YOUR STREET, NOT WALL STREET

Poles popular

THE growing popularity of pole dancing among Perth women has prompted the business that brought the craze to the city to expand.

SheMoves has opened a new studio on Lord Street, Perth.

The activity has traditionally been the reserve of strippers.

But SheMoves has made the activity fun and accessible for a growing band of liberated women.

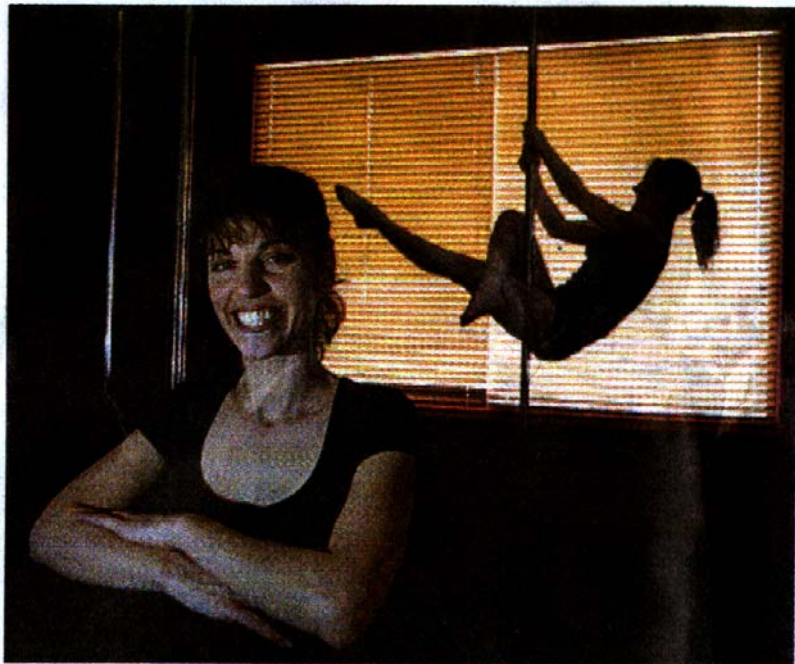
The company, run by Kelly Bannister and former professional dancer Britt Bailey-Kerber, has been inundated with interest since it opened its first studio in Leederville in September last year.

"We've been unable to keep up with demand," Ms Bannister said.

"I think it's seen as an alternative form of fitness for girls.

"It's safe and sexy and women feel comfortable doing it because it's exclusively for them."

SheMoves offers a beginners



Kelly Bannister, foreground, and Britt Bailey-Kerber have focused on the popularity of pole dancing.

class open to women of all ages, shapes and sizes and an advanced class involving more acrobatics, contortion, strength and muscle control.

Ms Bannister said pole dancing had become a particularly popular activity for hen's nights, birthday parties and "girly get-togethers".