



Business Weekly

YOUR STREET, NOT WALL STREET

Bump and grind and a giggle too

by beverly ligman

THE backward glide, the fireman's spin and the gliding splits sound hard enough, but add a pole to the equation and it sounds near impossible.

Yes, a pole.

Perth women are literally lining up to be taught how to bump and grind, get fit and have a giggle at the same time at a new exercise class that your man could love just as much as you do.

Pole dancing.

Sensual but demanding, the She Moves pole dancing program provides participants with a toning, fat burning session which aims to also increase flexibility and increase energy levels.

Proprietors Britt Bailey-Kerber and Kelly Bannister say they started the business to give Perth women an enjoyable way to keep fit and have fun.

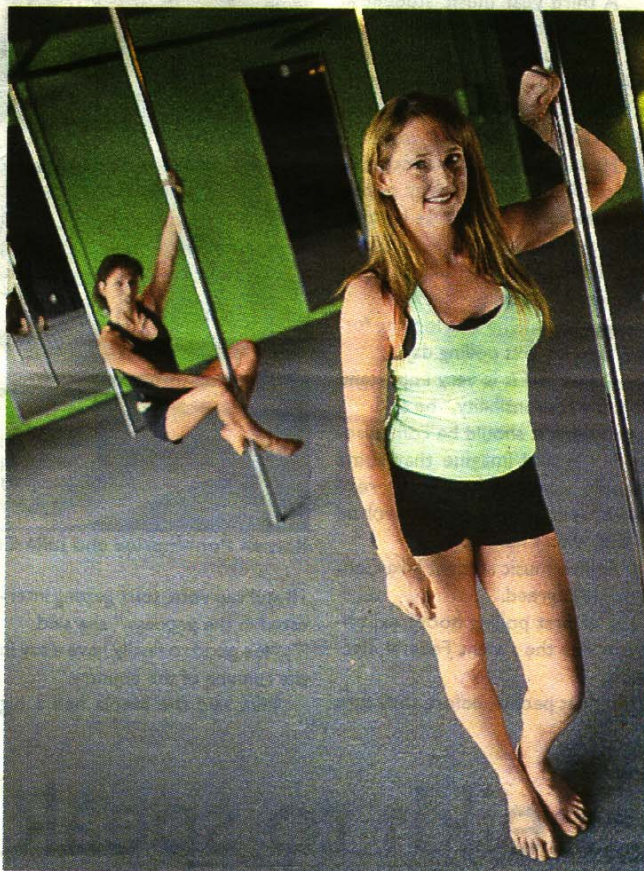
"I retired from being an erotic dancer when I was 29 and decided that I wanted to get other people to enjoy the experience, to feel better about themselves and enjoy the expressive side of exotic dance," Britt said.

"We have had women come out and say that they love the fact that they can come with a group of friends, dance in a sexy way and not feel threatened at all.

"Part of the appeal as well is feeling like a little kid climbing the poles and a seductress at the same time.

"Women almost have to give themselves permission to just jut out their hips and be a little bit cheeky.

"It really is more Cirque de



Britt Bailey-Kerber, and, behind her, Kelly Bannister at their Leederville studio. Picture: Andrew Ritchie

Soileil than strip club."

She Moves has studios in West Leederville and Fremantle offering sampler nights, sensual moves classes, pole moves classes and hen's nights.

And while Britt brings the dancing experience to the duo, Kelly is the human movement specialist with a background in health and fitness.

"People are generally pretty nervous when they come in for

their first class," Kelly said.

"They often have that deer-in-the-headlight look about them, but once they relax into it, they seem to have a good time.

"A lot of the girls come in and say that they want to do it for their partner, but then end up just doing it for themselves because it's so much fun."

For more information and class times contact 9450 2425 or visit www.s-h-e.com.au.