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Downtown Raleigh heats up with 110 Yoga

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Madeline Brown (model + brand ambassador for 110 Yoga), Josh Homes (model), Emily Wallace (co-owner), Cameron Falkner (model + brand ambassador for 110 Yoga) and Melyssa May (model). PHOTO COURTESY OF MACK GARRISON

SUBMITTED BY MELISSA HOWSAM — CORRESPONDENT

DTR just got hotter — literally. Breaking the yoga-free barrier that was downtown proper (i.e. sans GloSo area's Evolve, etc.), **110 Yoga**, which bowed last week, promises to add some major mojo to your flow. The urban-sexy vinyasa vision of co-owners Emily Wallace and Cristina Max, the uber-hip (even to the tune of hip-hop yoga offerings) cathartic "sweat shop" promises to be a sweaty sanctuary for "every body."

From the clean, super-sleek finishes (ceiling-high mirrors, exposed brick, and exposed air ducts in the hot room; spa-like gorg restrooms) to the super-chill vibe and kombucha on tap (\$4) to the avant-garde retail (Alo, Teeki and more; plus 110's own line, branded "the best things in life make you sweat") — 110 is "made with love," says Wallace. We sat down with the budding biz owner on the heels of the studio's grand opening for her bend (get it?) on 110's M.O., the ultimate flow play list and things that make her say "om." Namaste, y'all.

Q&A

Why DTR? We see the growth in downtown Raleigh and want to be a part of the movement. We also noticed there



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wasn't a hot yoga studio in the downtown area and wanted to give the downtown living and working communities somewhere to sweat!

More importantly, why hot yoga? Hot yoga has so many benefits. One benefit would be that when you are in a hot room (105 degrees), compared to a room with normal temperature, your muscles become warmer, which makes you able to stretch deeper. Hot yoga is also amazing for stress-relief. We believe here at 110 that yoga is a holistic practice. Not only are you getting an intense workout, but you are also finishing the class with a meditation, which has been proven to lower blood pressure, heart rate, anxiety, depression and to help heal illness.

Yoga is trending. What makes 110 unique? We are a downtown urban boutique studio that feels strongly about supporting local businesses, charities and communities in the downtown area. We believe and know that life can get really hard, and we wanted to create this studio for all people to get on their mats and come together to support each other, laugh, cry, share and have fun.

Things that make you wanna to say om? The Earth, our tribe filling up the hot room, the first sip out of a cup of our Kombucha (on tap), vulnerability, a really sick playlist and a clean studio.

Your M.O.? (i.e. what 110 stands for; its mission) To create a unique and fun space for community and mindful movement.

Give us a flow sample playlist?



And you offer a hip-hop flow? We love new-age music and appreciate a good beat. We want to stay authentic to what we love and what we like to move to. We want to teach people to have fun with yoga and learn to not take their practice so seriously. Who made the rules anyway?

What makes 110 come together as a super-chill, fun, urban-sexy space? Your vibe attracts your tribe. Cristina and I try to exemplify all of that in the way we both live.

110 Yoga Studio & Boutique

444 Blount Street, Suite 110

Special: Become a 110 member for \$110 (see what they did there?) for limited time; after special runs out \$129.

Get social: [110yoga](#) (Facebook); [@110Yoga](#) (Twitter); [@110Yoga](#) (Insta)

Retail: 110 offers retail in the form of 110 water bottles, yoga sweatshirts, maxi dresses, long-sleeve shirts, tanks and sports bras; Teeki pants and tanks; Alo leggings; Yogitoes towels; yoga mats and blocks (\$20-\$60). Smart Water, Hi-Ball energy drinks and Kombucha (on tap) is also available for purchase.