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A Work of Art

Power Plate® Gets a Makeover from Fashion Magnate Kenzo Takada

World renowned designer Kenzo Takada has designed a limited series Power Plate machine to bright light, colour and class into any home or apartment.

The Power Plate machine is a luxury wellness product which allows users to complete a full body work out in only half an hour using the principles of vibration training exercise.

"I discovered the Power Plate through close friends," says Kenzo.

"As soon as I bought the Power Plate and followed my trainer's advice, I obtained outstanding results in no time. I have now been using the Power Plate exercises very frequently for the last two years and the massages at the end of each session are perfect for relaxation!"

"I worked with the Power Plate team to see how we could possibly make this product even more dynamic, bright and design-friendly so that, like me, your desire to try it is your first step before adopting it."

Power Plate machines have long been the health and wellbeing secret of A-list celebrities such as Elle MacPherson, Courteney Cox, Victoria Beckham, Claudia Schiffer, Dannii Minogue and Renee Zellweger.

The Power Plate machine designed by Kenzo Takada is perfect for the home and high-end salons alike, with recognisable flair and as a central discussion piece.

"Power Plate is the best way to feel good in your body!" says Takada.

#ENDS





Notes to the Editor

Kenzo Takada

Passionate about fashion from an early age, Kenzo Takada was one of the first men to join Tokyo's Bunka Fashion College, traditionally opened to women only.

In 1964 he moved to Paris and in 1970 his first show was held, followed soon after by the opening of his first boutique "Jungle Jap." His brand, elegant and peaceful, embodies a cross-cultural link between Orient and Style.

In 1999 Takada resigned from the Kenzo fashion house and focused his work on interior design, decoration and art of living with a brand first called *Gokan kobo* (the five senses), then simply *Takada*.

Power Plate

A Power Plate machine is the ultimate training partner and has been proven superior to traditional fitness methods. Power Plate machines use the principles of Acceleration Training™ to stimulate the body's natural response to vibration, causing muscles to contract in a reflex action.

Used by elite athletes, celebrities and people from all walks of life, Power Plate exercise can help improve fitness, muscle tone and strength, flexibility, bone density and circulation and cardiovascular function. Power Plate has a presence in 92 countries globally.

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