



HILLIARD STUDIO METHOD®

PRESS KIT BRAND OVERVIEW

OUR METHOD



Hilliard Studio Method® (HSM) is a transformative workout that incorporates weights, resistance bands, weighted balls and gliders with floor and barre work to sculpt and tone your entire body in 60 minutes.

HSM's team meticulously designs each day's workout to be unique. Although each workout is different, HSM anchors each class with their signature core-centric movements, intense isometric positions and balance work. It is the most powerful hour you can give yourself.

In addition to over 45 classes HSM offers weekly in their Charlotte, N.C. studio, co-creators, Liz

Hilliard and Clary Hilliard Gray, have designed a series of DVDs and videos on demand for download. HSM's full workouts and short workout segments are available anytime, anywhere.

Class offerings include: The Method, The Essential Method and The Express Method. All levels are welcome in all classes. Essentials is geared towards the beginner.

CHECK OUT THE FULL SPECTRUM OF CLASSES OR SIGN UP [HERE](#).

DVD and videos on demand for purchase offerings include: Band Sculpt, Total Body Workout, Total Body Sculpt, Powerful Pregnancy, Hot Flash Hottie and a series of Short Workouts. [PREVIEW OR BUY HERE](#).

OUR STORY

Liz Hilliard created Hilliard Studio Method along with her daughter, Clary Hilliard Gray. This dynamic mother-daughter team co-own HSM.

In 2007, Clary asked Liz, a STOTT Pilates-certified instructor, for help in transforming Clary's body for her upcoming wedding. Liz took the challenge to heart with her signature determination, ambition and focus. She dove head first into the latest research on exercise and cutting edge workouts, traveling across the country to learn the most powerful techniques taught in a variety of studios by a variety of fitness disciplines. Liz created what has been described as "Pilates on Steroids" - Hilliard Studio Method.

Today, this mother-daughter team is the driving force behind HSM brand development. In the last seven years, this team has grown the brand to include a flagship studio in the Myers Park neighborhood of Charlotte, over 40 classes taught weekly by a team of highly-trained, HSM-certified trainers, a series of downloadable, workout videos, a product line of branded apparel, partnerships with local and internationally-known lifestyle and fitness products as well as a signature smoothie.

MEET LIZ HILLIARD



"Change doesn't come in your comfort zone, it comes from your edge," says Liz Hilliard, owner and creator of Hilliard Studio Method. Unique, powerful and unparalleled, Hilliard Studio Method is a core-centric, Pilates-based workout that uses the latest techniques to get your heart-rate pumping and the sweat dripping. This high energy, low-impact workout incorporates weights and resistance training for a total body workout at any age or stage of life. Liz Hilliard says HSM is the best hour of exercise you can give yourself in order to transform your body and your mind. Clients have best described this workout as "Pilates on steroids".

A graduate of the highly acclaimed STOTT Pilates International Training Center in Toronto, Canada, Hilliard opened her first studio, Performance Pilates, in 2002 with one goal – to pioneer an intense, cutting edge and innovative approach to personal training. In 2007 she took that vision to the next level, developing an even more radical approach to personal training and group fitness to create the most effective, efficient, results-driven workout on the market - Hilliard Studio Method.

Today Liz, along with her daughter Clary Hilliard Gray, offers 47 live classes at her Charlotte, NC studio as well as over 15 downloadable workout videos. In the summer of 2015 she went back to her Pilates roots opening HSM | Core, an off-shoot of the HSM brand utilizing the Lagree Fitness revolutionary M3S Megaformer, the latest in Pilates equipment. The HSM | Core 40 minute core-centric total body workout is low impact, intense and efficient. It improves cardio endurance, builds muscle strength and promotes balance and flexibility. Through the brand's success and expansion, Liz has emerged as a fitness industry leader strongly committed to HSM's workout and to coaching clients that a strong, healthy body is directly connected to their mental and emotional health.

MEET CLARY HILLIARD GRAY



So inspired by the transformative power of their new workout, Clary decided to trade in her business suits for Lycra, and join her mom in teaching and creating Hilliard Studio Method. Between 2008 and 2010, Clary taught HSM to the Harvard community in Cambridge, M.A. and the Core Fusion program at Exhale Fitness Studio in Boston, M.A. When Clary and her husband, Robert, relocated back to her hometown of Charlotte in 2010, Clary partnered with her mom to more fully develop the HSM workout, brand and community. "Mom and I work well together; we work hard, and we have a blast," says Hilliard Gray. "It also helps that we share a brain."

HSM powered Clary through her life's greatest milestones – not only her wedding, but also her pregnancies; daughter, Aubrey, born in 2011 and son, Cameron, born in 2013. "Through both pregnancies, I never had a moment of back pain and my energy level remained high," says Hilliard Gray. "I bounced back quickly, and now, after two children, I am in the best shape of my life. It is because of the HSM lifestyle. I'm thankful to be able to show my children what being healthy does for your mind, body and soul."

OUR PHILOSOPHY

WORK TO YOUR EDGE

Liz Hilliard talks constantly about pushing clients to their edge and changing their body and mind in that instant. When pushed through their physical and mental barriers, clients find their strongest and most powerful self.

EXERCISE FUELS YOUR BRAIN

Scientific evidence asserts that the benefits of exercise are more powerful to the brain than to the body. Studies show that exercise is overwhelmingly beneficial for the brain - improving memory, focus, cognitive functioning and mood - and the physical changes we see from exercise are more of a side effect.



RADICAL CHANGE IS POWERFUL

While helping Clary drop dress sizes and excess weight, Liz began to see a radical change in her own body as a woman in her early 50's going through menopause. What was needed was a radical change. And that's what they got.

POWER LIVES IN A STRONG CORE

Liz created HSM by returning to her core – Pilates. Without a strong core, your workout is less efficient and you are prone to injury. Think of it this way: If you're standing with your core engaged, the muscles of your belly, back and shoulders are all in a safe and strong position. Then, as you do a bicep curl, you're able to engage more deeply into that specific muscle group as well as tighten and strengthen your core. A safe, efficient, results-

driven workout is the name of the game at Hilliard Studio Method.

THIS ISN'T JUST A WORKOUT – IT'S A LIFESTYLE

Liz and Clary believe that the key to any transformative workout is change and evolution. In a pivotal moment, Liz realized Hilliard Studio Method had the power to transform lives not only through a workout, but also as a lifestyle. From there, she created a signature smoothie and launched a weekly newsletter with a series of health tips that has grown into a library of advice on diet, exercise and healthy lifestyle choices. Liz and Clary advocate strongly that their brand is a trusted source for living powerfully as well as pushing yourself to your edge in a 60-minute workout.

ACCESS HSM'S LIBRARY OF HEALTH TIPS [HERE](#).

THE IMPACT OF OUR PHILOSOPHY: WHAT SOME OF OUR CLIENTS SAY

"BE POWERFUL! Those are the first words that you see when you walk into their studio, and now I live by those words. 'Be powerful' in everything you do; not just in your workout, but in life. HSM has made me a POWERFUL WOMAN!" - [Megan Blackburn](#)

"I lost 24 pounds and dropped three dress sizes after just four months of HSM." - [Stephanie Barbier](#)

"Every time I make it through a two-minute plank without dropping to my knees, I feel more determined and empowered to tackle other challenges in my daily life." - [Heather McNaul](#)

"As a rheumatoid arthritis patient, I was pushed to my edge, but in a way that protected the health of my joints and allowed me to listen to my body. What an amazing workout!" - [Tracy Alexander](#)

"As a chiropractic sports physician, I'm focused on the importance of posture and core strength to prevent back and neck pain. I emphasize to patients the importance of overall strength and conditioning and, at the same time, maintaining joint flexibility to prevent musculoskeletal injuries. Hilliard Studio Method is an excellent strength and conditioning technique which addresses all of the above." - [John J. Priester, DC](#)

"As an ex-competitive runner and Olympic Trials qualifier for marathon, I have been plagued with chronic hamstring pain. Within a month of starting Hilliard Studio Method, I felt stronger and healthier running than I had in 10 years, not to mention my 'pre-two-kid' clothes fit better than ever! Additionally, HSM increased my flexibility in ways six years of yoga never did." - [Farrell Hudzik](#)

FUN, FAST FACTS

- 45+** Classes offered weekly
- 1,000+** Clients who come through the doors on a weekly basis
- 200** Hours required to train to be an HSM instructor
- 5** DVDs available for purchase in the studio and online
- 17** Video on demand options available for rent or purchase
- 35** National and local community charities and events HSM supports
- 1** The number of signature smoothies they've designed! HSM's Signature Smoothie, packed with greens, protein, and fresh fruit, among other ingredients, is their "jet fuel".

HSM HIGHLIGHTS



- HSM Featured in May 2015 SELF Magazine as a SELF- approved Core workout
- HSM recognized by *Charlotte Magazine* the Best Pilates/Barre workout in Charlotte 2013, 2014, 2015
- HSM Wins Best of Charlotte by Scoop Charlotte: Best Fitness Studio, Best Barre/Pilates Studio, Best Overall Workout
- Liz selected as one of Charlotte's "50 Most Influential Women" by *The Mecklenburg Times*
- Liz delivers the keynote address at the Wells Fargo Carolinas Connections Women's Event
- Liz and Clary selected to lead roundtable discussions with Tory Burch's Elizabeth Street Capital Foundation

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