# Fabletics gears up for UK store expansion as fitness trend fuels growth



Fabletics, the activewear brand partly owned by actress Kate Hudson and endorsed by reality star Khloe Kardashian, is preparing to expand its physical presence in the UK amid a growing fitness trend. Although the brand’s UK sales dipped slightly by 1 per cent to £19 million, it reported a 9 per cent rise in pre-tax profits, reaching £637,000 despite facing higher operational costs. Internationally, the company boasts sales of £630 million and aims to grow this to £750 million within two years.

The brand's current UK strategy involves selling its products online and through the high street retailer Next. However, Fabletics plans to open its own stores soon, marking a significant step in its efforts to connect more directly with British consumers. This move reflects wider consumer trends, particularly among younger generations like Gen Z, who increasingly prioritise mental and physical health, according to Mark Ralea, Fabletics’ European head.

Founded in 2013 by Kate Hudson alongside Adam Goldenberg and Don Ressler, Fabletics has built a reputation for offering fashionable yet affordable activewear. Its membership model gives subscribers access to exclusive deals and personalised shopping experiences, which has helped the brand establish a loyal customer base both in the US and abroad. The company emphasizes inclusivity and empowerment, aiming to motivate individuals on their fitness journeys by providing stylish, high-quality apparel.

In the UK, Fabletics has already rolled out several physical stores to allow customers to experience the brand firsthand, offering a curated range of products that shoppers can try on before purchasing. This physical expansion is complemented by a comprehensive online presence that includes detailed shipping options, returns policies, and frequent promotional sales to maintain customer satisfaction and accessibility.

Fabletics’ membership program in the UK continues to play a vital role in its business model, offering members perks such as discounted prices, early access to new collections, and flexibility to shop monthly or opt out without penalties. This blends convenience with value, catering effectively to the preferences of active, style-conscious consumers.

The company’s drive to extend its footprint into physical retail, paired with its established online and membership offerings, positions Fabletics to capitalise on the growing trend towards health and fitness in the UK. While the slight sales dip might signal near-term market challenges, the rise in profitability and planned store openings indicate confidence in sustained future growth.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/money/markets/article-15183041/Fabletics-limbers-UK-store-openings.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.fabletics.co.uk/pages/uk-store-locator)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/money/markets/article-15183041/Fabletics-limbers-UK-store-openings.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.fabletics.co.uk/pages/uk-membership)
* Paragraph 3 – [[2]](https://www.fabletics.co.uk/pages/about-us), [[3]](https://www.fabletics.co.uk/pages/our-story)
* Paragraph 4 – [[4]](https://www.fabletics.co.uk/pages/uk-store-locator), [[5]](https://www.fabletics.co.uk/pages/uk-shipping), [[7]](https://www.fabletics.co.uk/pages/uk-sales)
* Paragraph 5 – [[6]](https://www.fabletics.co.uk/pages/uk-membership)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/money/markets/article-15183041/Fabletics-limbers-UK-store-openings.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.fabletics.co.uk/pages/uk-store-locator)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/money/markets/article-15183041/Fabletics-limbers-UK-store-openings.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.fabletics.co.uk/pages/about-us> - Fabletics is a US-based activewear retailer co-founded by actress Kate Hudson. The brand offers a wide range of fitness apparel and accessories, catering to both men and women. Fabletics operates on a membership model, providing exclusive deals and discounts to its subscribers. The company has expanded its presence internationally, including the UK, where it has gained popularity among fitness enthusiasts seeking stylish and affordable workout gear.
3. <https://www.fabletics.co.uk/pages/our-story> - Fabletics was established in 2013 by Kate Hudson, Adam Goldenberg, and Don Ressler. The brand's mission is to provide high-quality, fashionable activewear at accessible prices. Fabletics has grown rapidly, offering a diverse range of products and expanding its reach to various international markets, including the UK. The company emphasizes inclusivity and aims to empower individuals to feel confident and motivated in their fitness journeys.
4. <https://www.fabletics.co.uk/pages/uk-store-locator> - Fabletics has opened several physical stores in the UK, allowing customers to experience the brand's products in person. The store locator on the official website provides information on store locations, operating hours, and contact details. These stores offer a curated selection of Fabletics' activewear, enabling shoppers to try on and purchase items directly. The expansion into physical retail reflects the brand's commitment to serving its UK customer base more effectively.
5. <https://www.fabletics.co.uk/pages/uk-shipping> - Fabletics offers shipping to the UK, providing customers with access to its full range of products. The shipping page details delivery options, costs, and estimated delivery times. Customers can choose from standard or expedited shipping based on their preferences. Fabletics also provides information on returns and exchanges, ensuring a seamless shopping experience for UK customers. The brand's commitment to customer satisfaction is evident in its comprehensive shipping and return policies.
6. <https://www.fabletics.co.uk/pages/uk-membership> - Fabletics operates a membership program in the UK, offering subscribers exclusive benefits such as discounted prices, early access to new collections, and personalized outfit recommendations. Members can choose to shop monthly or skip a month without penalty. The membership model is designed to provide value and convenience, catering to the needs of active individuals seeking quality and style in their workout attire. Detailed information about the membership program is available on the official website.
7. <https://www.fabletics.co.uk/pages/uk-sales> - Fabletics regularly offers sales and promotions in the UK, providing customers with opportunities to purchase activewear at reduced prices. The sales page on the official website highlights current deals, including discounts on select items and seasonal offers. Customers can browse through various categories to find products that suit their fitness needs and style preferences. The brand's commitment to affordability and customer satisfaction is evident in its frequent sales events.