

‘JUST SHOW UP AND BE YOURSELF!’

Get your new year fitness goals off to a flying start with motivational advice and tips from fitness expert **Faye Edwards**

Words: Joanna Ebsworth **Photography:** Nelson Photos (@paulnelsonphotos)

If you're seeking fitspiration of the highest order to help you smash your health and fitness goals in 2025, look no further than international fitness presenter and celebrity trainer Faye Edwards. A powerhouse of positivity, the exercise icon has been putting the fun into fitness for more than 12 years, during a career that has seen her host workouts, fitness events, educational masterclasses and wellbeing retreats all over the world. And it's her special blend of motivational movement for all abilities that has helped her attract a multitude of loyal fans, including Dame Kelly Holmes and Davina McCall – with the latter hailing Faye as a ‘positive, energetic ray of sunshine’ (you might even recognise Faye from a viral video where she got Davina enthusiastically

twerking during one of her famous F.I.T Jam dance classes).

Now, just in time for the new year, Faye has launched her very own fitness platform, called Faye's Intentional Training (the F.I.T app, for short), where you can enjoy a daily dose of her uplifting energy to empower you to get in shape, using all of her various F.I.T concepts from the aforementioned F.I.T Jam dance class, to F.I.T Combat, F.I.T Strength, F.I.T Bands, F.I.T Stretch, F.I.T HIIT and her six-week F.I.T Focus workout programmes. With more than 100 workouts to try now, and live workouts with friends, industry experts and guest trainers coming in the new year, there's plenty on offer to help you train your body and relax your mind. But it's the magic ingredient of joy that sets Faye's workouts apart from the rest.

FINDING JOY

‘It's my mission in life to bring joy to people's lives as well as keep them healthy and active,’ says Faye, when we finally sit down to chat after having a lot of fun during her photoshoot for *WF*. ‘Joy is a very important word to me, because I associate it with getting into a child-like state of play, and I think a lot of adults have lost the art of play. But children are the most amazing examples of how you can keep happy and find your peace during play, because they always stay in the moment,’ she continues. ‘They're so present and they have no fear, so they'll jump off that wall without worrying about making a mistake. And if they make a mistake, they'll learn from it. So, being playful and joyful – and not taking things too seriously – are mandatory for me in every single workout I teach. Because life is hard enough, and we've got enough struggles, responsibilities and pain in this world. A lot of us are suffering, but we still deserve joy. We deserve being able to enter a safe space and set our intentions to exercise while being in the moment because it makes us feel good.’

With her main purpose being ‘to get as many people motivated to be active for their wellbeing’, Faye tells us the objective of her fitness platform is ‘to provide as many ways of doing fitness to attract as many different people and make it as enjoyable as possible so they stay consistent. But there is room for a





little seriousness as well,' she adds. 'I'm very passionate about strength training and encouraging every single human being to incorporate it into their lifestyle because we need strength to function in life. It's a must. It's like medicine, and the sooner you understand that you need to be regularly performing those everyday movement patterns that replicate sitting down, standing up, pulling a door open and pushing it closed, the better. Because we're ageing daily, and it's those movement patterns and strength exercises that help us to maintain our physical independence for as long as possible. But equally, we must do what we enjoy, too, because life is short! So, if you're lacking the motivation to start a fitness routine and stick with it, my biggest tip is to keep fitness simple and do something you enjoy, then the rest will follow. And I'm living proof that positive change is possible.'

EXERCISE FUN

Faye tells us she was able to transform her lifestyle with the help of fitness after she discovered its life-enhancing benefits for herself in her early 20s. 'I was drinking and partying hard - the opposite of how I live now - and I wasn't feeling confident in my body. So, I joined a gym and fell in love with Spin classes

initially but, one day, the class got cancelled. I was so disappointed because I'd psyched myself up to do it, I tried a dance class instead and absolutely fell in love with it. I got addicted to group exercise classes, and that's when I got scouted to become an instructor,' she explains. 'I started teaching classes in the evenings and going to fitness events and conventions on top of my full-time job as a support worker in a respite centre for children with severe disabilities and learning difficulties, and I finally went full-time with fitness when I was offered the role of group exercise manager at the Tower Bridge branch of a Third Space'

But it was while Faye was working as the group exercise manager at the Tower Bridge branch of Third Space that she got the opportunity to put her own dance creation, F.I.T Jam, on the timetable.

'I teach all kinds of fitness but F.I.T Jam has kind of taken over the show. Davina McCall is a huge fan, and I think it's become so popular because it's all about empowering people to drop any judgements they might have about themselves,' she says. 'When people see videos of F.I.T Jam classes, they often say to me, "I'd never be able to do that because I can't dance and I can't follow a routine", but it's adaptable for

everyone and we break it down super-slowly so even the people who make those comments can manage it. The most important thing is that we focus on the feeling of the movement, tuning into the music, letting go of all inhibitions, and letting go of judgement and the need to be perfect. So, I'd say it's not just a class, it's an experience, and I'm extremely passionate about sharing it with others so they can feel more positively about themselves in body and mind.'

WORKING TOGETHER

While F.I.T Jam might be her most popular fitness concept, Faye says she's equally as passionate about all kinds of group exercise classes because they foster community and open a door for people who may lack the confidence and knowledge to enter the gym floor on their own. 'I understand that exercise isn't going to be easy or even accessible for everyone,' she tells us. 'But I think group exercise has this social aspect where we can meet new people, and when we're around people, we share with them and we get inspired by each other's stories. It creates an atmosphere, an energy and a better experience, so you feel more excited about moving your body, and it becomes so much more

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than just about the physical [aspect] or losing weight or punishing yourself through exercise. Group fitness is about having fun with others while doing something active, which is very healthy for you, and that's why – even though I've launched my fitness app – I'm just as dedicated to running my fitness weekends and retreats to bring people together.'

Faye admits one of the biggest highlights of her fitness career has been having the opportunity to travel the world while presenting internationally and hosting active getaways. But, above all that, she puts the people she's met along the way in the top spot over visiting exotic countries. 'I've been lucky enough to build some deep, solid relationships with the people I've met through fitness, and some of them have become my best friends and chosen family. So, while I love that I've been able to positively impact many lives, I equally love that they've been able to positively impact mine.'

FITNESS FOR ALL

With her dedication to improving people's mental health through community, joy, positive change and movement in mind, Faye's focus for 2025 is on her holistic Mind Fit Retreats. She describes the retreats as a sanctuary for deep self-connection, renewal and liberation that help people 'turn pain into power' through a blend of 'power hours' to strengthen the body, 'mindful hours' to cultivate inner peace, and 'happy hours' to embrace play, social activities and connection. But, most of all, she hopes to continue creating safe spaces where people from all walks of life can get passionate about fitness, 'regardless of their age, background, race, class, shape or size, so we can

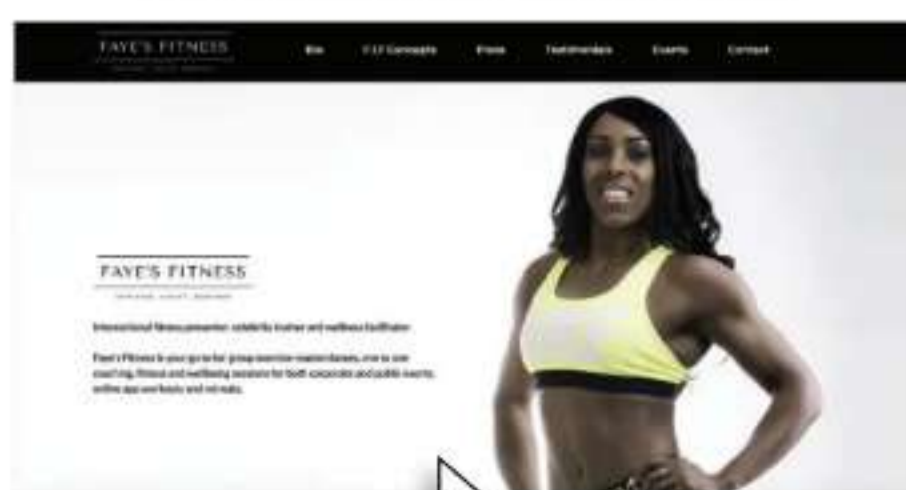
all show up and feel we can be ourselves without judgement.'

'I've been in many spaces where I have been the minority and felt I don't fit in, but I don't let that put me off,' she exclaims. 'I turn that discomfort into my super-power by allowing it to encourage me to be the representation. I show up and be myself, and my intention is to encourage those who feel excluded to just show up and be themselves unapologetically, too. Because you may find the experience turns out to be greater than you thought.'

'If we shy away from fitness because we feel like we are the minority, for whatever reason, how can there ever be change?' she continues. 'As a fitness professional, it's my job to encourage the inactive to get fit, so it's important that people see a person they can relate to. If we keep showing "perfect" images of people who all look the same, how can we encourage the everyday people who are not fitness supermodels to join an online fitness app? Or go to the gym? Or give HYROX a go? Fitness spaces should be for everybody, and the sooner that the fitness industry and brands and companies start doing a better job to make spaces more inclusive and diverse, the sooner we'll all feel inspired and comfortable enough to lead fitter lifestyles. But, in the meantime, just show up for yourself and put your health and happiness first!' 📱

Membership to Faye's Intentional Training app costs £19.99 a month from fayesintentionaltrainingapp.gcpn.tv or the Apple App store.

For more information about Faye's fitness events and Fit Mind Retreats, visit fayedwards.co.uk or follow her at instagram.com/fayes_fitness



FAYE'S TOP FITNESS TIPS

Here's how to stay on track of your exercise goals this year

Make your workouts fun

When you find it a challenge to get motivated, start with something you enjoy the most. It's not about perfection, punishment or pressure – just move! Even five minutes of daily stretching is enough to make a positive difference.

Take small steps

It's never too late to make a start, even if it's easy to say 'what's the point' when you're feeling defeated. But you will feel such a great sense of achievement with the smallest step. Let that encourage you to keep going!

Find a workout buddy

It sounds clichéd but finding an accountability partner really will help you to stay on track and feel supported. Celebrate the highs and share the lows so you can review what went right (or wrong), then get back on top and stay motivated.

Set a sustainable goal

If you're working a full-time job or you're limited for time, there's probably no point in trying to commit to training five days a week. Remember quality over quantity, and aim for a realistic goal such as training for three days instead.

Find your 'why'

When you're trying to get fitter and healthier, it's important to find your reason why. Be specific, whether it's being able to keep up after your children or feel more confident in yourself, and let it be the driving force that gets you moving.



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Studio: Johnson Digital Studios
Hair & make-up: Amberose King @amberose.mua.costume | Faye wears: (this page) Sweaty Betty Athlete Seamless Gym Vest, £40, Sweaty Betty Stamina Seamless Sports Bra, £35, Sweaty Betty Power Texture UltraSculpt High Waisted Gym Leggings, £88. (Previous page) Sweaty Betty Soft Flow Studio Vest, £45, Sweaty Betty Stamina Seamless Sports Bra, £35, Sweaty Betty Power Cropped Gym Leggings, £80 (all sweatybetty.com)