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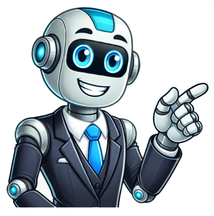

Since each of our athletes is so different from the others, we don’t really have any set standards when selecting them. The only piece of advice we have is to figure out what makes you special and how that quality or talent can motivate others to develop into better versions of themselves.Simply put, it’s not just about the athlete; it’s also about how you can have a positive impact on others.We are constantly on the lookout for new talent, so make sure you are following us on social media, tagging us in your posts, and representing the Gymshark brand.Gymshark models salary – (Image Source: Pixabay.com)How are Gymshark competitors compensated?Gymshark athletes can earn money by participating in sales (a percentage of sales), as well as by promoting their brands and products on websites, blogs, social media, newsletters, and other platforms. Following contracting, the female Gymshark athletes’ pay is excellent.Though many athletes do not really consider how to do that, they often aspire to be the fitness coaches for their sponsors. Although a lot of people think that professional athletes are the only ones who can get sponsorship, this is untrue.Since their primary goal is to sell goods or services, the athletes that Gymshark sponsors typically correspond to their target market. They might be world-class athletes or incredibly attractive people. Keep in mind that every business seeks a spokesperson who can help them sell products and who forgemshark athletes salary represents their desired brand.Family, progress, and vision are the three guiding principles of the Gymshark brand.Gymshark sponsorship email – (Image Source: Pixabay.com)How do I participate in Gym Shark?We really don’t have any set criteria when it comes to selecting our athletes, as each one of them is so distinctive, so how do I become a Gymshark athlete? The only piece of advice we have is to figure out what makes you special and how that quality or talent can motivate others to develop into better versions of themselves. Cached.Since each of our athletes is so distinct, we don’t really have any predetermined standards when selecting them. The only advice we can offer is to identify what makes you unique and how that unique nature or ability can inspire others to become better versions of themselves.Simply put, it’s not just about the athlete; it’s also about how you can influence others for the better.We are constantly on the lookout for new talent, so make sure you are following us on social media, tagging us in your posts, and representing the Gymshark brand.How many gymshark athletes are there – (Image Source: Pixabay.com)Who are the influencers on Gymshark?Before introducing fitness apparel, Gymshark began by selling bodybuilding supplements in 2012. The company credits a large portion of its early success to its use of bodybuilding influencers, including agreements with people like Nikki Blackketter and Lex Griffin.Gymshark model application – (Image Source: Pixabay.com)I want to become a fitness influencer; how do I do that?How to Become an Influencer in Fitness Begin. dot. Choose a niche. DOT: Investigate Your Niche dot. Establish your objectives and plan your approach. dot. A social media platform should be chosen. dot. Find your tone and voice. dot. Build Your Audience and Engage It dot. Develop credibility and authority.You can learn everything there is to know about becoming a fitness influencer in this guide.So keep reading if you want to increase your fan base and influence.Additionally, in order to learn more, we spoke with a lot of fitness influencers.Gymshark ambassador list – (Image Source: Pixabay.com)How are fitness models paid?A model who books more clients will receive a higher salary because models are typically paid by the job. Depending on their modeling schedules, the majority of fitness models can earn between $40,000 and $70,000 annually.With the aid of Indeed’s data and insights, the Indeed Editorial Team is a diverse and talented group of writers, researchers, and subject-matter experts who provide helpful advice for navigating your career journey.In any industry, models play a significant role in advertising campaigns. Employers and clients in the fitness and athletics industries seek out talented and vivacious fitness and sports models who can successfully market their goods. Working as a fitness model might be a good fit for you if you enjoy posing for commercial photo shoots, love to exercise, and are in good physical shape. In this article, we go over what a fitness model does, what one makes on average, and how to become one.In photo shoots, fitness models display athletic gear and clothing. They collaborate with cosmologists, photographers, and designers to produce images that effectively market the product. Fitness models are typically in good physical shape, and many of their photographs show them taking part in sports or other healthy activities. In order to secure jobs and advance their careers, fitness models typically sign with agencies. Sports shoes, gym gear, yoga mats, swimwear, and water bottles are just a few of the many items that fitness models promote.Gymshark ambassador salary – (Image Source: Pixabay.com)Who is Gymshark’s face?The official athlete profile for Katie Taylor is available here.Growing up, Katie Taylor had the same dream of winning a championship as any other child who loved sports. But her dream was different because God gave it to her. Furthermore, the sport in which she was participating at the time—football—was not the ultimate objective.Even though Katie Taylor has a long list of accomplishments to her name—she is the Unified Female Lightweight World Champion as well as an Olympic champion—surprisingly, her most significant match didn’t involve hooks or uppercuts.Taylor started boxing at the age of 10 and fought competitions under the guise of Kay Taylor, a brave and ambitious boy from Bray, while training with her father (at a club with only male members).How to become a gymshark athlete reddit – (Image Source: Pixabay.com)Which celebrities collaborate with Gymshark?Before introducing fitness apparel, Gymshark began by selling bodybuilding supplements in 2012. The company owes a large part of its early success to its use of bodybuilding influencers through agreements with people like Nikki Blackketter and Lex Griffin.After years of collaboration, the DTC fitness brand has given him creative control over a bodybuilding influencer with 3 million Instagram followers.Gymshark has appointed David Laid as creative director.In an effort to return the brand to its roots, Gymshark has hired a bodybuilding influencer as its creative director.What is a gymshark athlete – (Image Source: Pixabay.com)What criteria must one meet to become a fitness model?Most fitness modeling agencies seek out lean, fit body types with clearly defined muscle tone. In the business, being reasonably tall is typically expected—no shorter than 5 6″ for women and six feet or more for men. The skin, hair, and smiles of many fitness models are also glossy, beautiful, and healthy-looking.A competitive and in-demand career path is becoming a fitness model. Fitness modeling is a rewarding and lucrative career choice, especially if you have a passion for fitness, as evidenced by the success of fitness models on social media, in magazines, and in television commercials for companies like Nike and Adidas. Even if you are in excellent shape and have a talent for taking quality workout photos, it can be challenging to stand out from the crowd.It’s not the only requirement for becoming a professional fitness model, but upholding a healthy lifestyle and physique is crucial. All the steps required to land fitness modeling jobs will be covered in this guide, including adhering to industry standards, working with a modeling agency, and building an online portfolio.Important fitness model requirements include eating healthily, exercising every day, and having an athletic build. Most fitness modeling agencies seek out lean, fit body types with clearly defined muscle tone. Being fairly tall—no shorter than 5’6″ for women and 6 feet or more for men—is typically the norm in the industry. Many fitness models also have a radiant, glowing complexion, glossy hair, and a pleasant smile. Fitness models with a commercial appearance that will appeal to a wide range of consumers are constantly sought after by agencies as they are easier to book for clients.(Image Source: Pixabay.com)Who has the most sway over Gymshark?These influencers are now well-known brand ambassadors, including Nikki Blackketter and David Laid. With time, other well-known influencers have started collaborating with the company and posting YouTube articles and photos of themselves wearing the products, like Saffron Barker.Given that the eCommerce giant Gymshark only debuted in 2012, it is a bold claim to make that it is one of the most influential fitness brands of the 21st century. Nevertheless, a statement that is wholly accurate.Ben Francis, a teenager, started Gymshark in his room, and it has since expanded to become a global company worth £1 billion.Gymshark’s valuation will surpass one billion pounds in just eight years thanks to the General Atlantic investment, which will see them acquire a 21 percent stake in the online retailer. In Britain, the former pizza delivery boy is on track to surpass the age of 30 and become the richest self-made individual.(Image Source: Pixabay.com)What is the revenue stream for gym influencers?A fitness influencer is an online content producer who publishes fitness-related material to a following and makes money from product sponsorships, personal or corporate branding, and other related goods and services.For more information on how to become a fitness influencer, how to grow and expand your social media following if you are already one, and perhaps most importantly, how to monetize your fitness following using the best fitness influencer software solution available, read this comprehensive fitness influencer guide.Find out why fitness influencers who want to grow and scale a real online fitness business with a sustainable revenue model turn to Exercise.com. Enough with the bush league workout PDFs that are shared on Facebook Groups and Reddit, and why give up so much of a revenue share to fitness app companies that make branding all about their brand instead of helping you build and market your own brand?Get a demo today to learn how we can help you supercharge your fitness influencer business, including fitness automations, online workout challenges, selling workout plans, creating a workout group, and much more.(Image Source: Pixabay.com)How does one become a fitness model?How to become a fitness model Perfect your physique; acquire modeling expertise; build a portfolio for your modeling work; Establish a presence on social media. Participate in the fitness scene; dot. seek out a representative; dot. acquire employment.Fitness models are the cream (or maybe the protein shake) of the crop in the modeling business because they have to meet extremely high physical requirements for their jobs. To learn more about perfecting your appearance, creating a portfolio, developing your skill set, and finding jobs as a fitness model, keep reading.A fitness model is a professional who receives payment to advertise fitness-related goods and services, such as activewear, dietary supplements, and gym memberships. They could show up in editorial photo shoots for magazines. Fitness models may also participate in physique and swimsuit competitions. They are typically lean and toned.A fitness model is a person who makes a living by posing for photographs, articles, and live events wearing athletic gear, clothing, goods, and services. They may collaborate with businesses, designers, photographers, and brands. They have the following obligations:(Image Source: Pixabay.com)How can I begin modeling for athletic apparel companies?Establish your physical fitness to begin. Any fitness or athletic model must have clearly defined muscles, whether they are brawny and bulging or lithe and lean. dot: acquire modeling expertise. dot. Make a portfolio of your modeling work. dot. Create a presence on social media. dot. Join the community of fitness enthusiasts. dot. Look for representation. dot. Get jobs.Fitness models are the cream (or maybe the protein shake) of the crop in the modeling business because their jobs involve high levels of physical exertion. To learn more about perfecting your appearance, creating a portfolio, developing your skill set, and finding jobs as a fitness model, keep reading.An individual who works as a fitness model is compensated to advertise fitness-related goods and services, such as gym memberships, athletic wear, and nutritional supplements. They might also show up in editorial photography for magazines. Fitness models, who are typically lean and toned, can also participate in physique and swimsuit competitions.For photo shoots, articles, and live events, a fitness model is a person who works professionally to represent sports apparel, equipment, and other goods and services. They might collaborate with businesses, designers, and photographers. They have the following obligations:(Image Source: Pixabay.com)What are the duties of Gymshark ambassadors?Their goal is to motivate others to lead active lifestyles and achieve their fitness objectives. In addition to posting social media workout articles, many ambassadors also wear Gymshark clothing. Athletes from Gymshark also take part in the company’s articles and photo shoots for the launch of new products.Fitness enthusiasts, influencers, and wellness enthusiasts all love Gymshark, an online store that sells stylish but reasonably priced gym wear.Despite being only ten years old, the company has already established a solid reputation. Gymshark has made influencer and ambassador marketing the core of its marketing strategy, enabling the business to connect with its target market in a very sincere manner.Gymshark collaborates with some powerful individuals, and many elite athletes choose to represent the company by signing on as Gymshark athletes.(Image Source: Pixabay.com)What are the earnings of Gymshark influencers?Gymshark Influencers average annual pay in Denver is approximately $93,366, which is 58 percent more than the national average.About $93,366 is the average Gymshark Influencer’s yearly salary in Denver, which is 63 percent more than the national average.In the last 36 months, Indeed has collected 5 data points about users, employees, and past and present job advertisements in order to determine salaries.Please be aware that all salary ranges are estimates based on information provided to Indeed by third parties. These numbers are provided to Indeed users solely for the purpose of general comparison. You should speak with the employer for information on actual salaries, as minimum wages may vary by jurisdiction.(Image Source: Pixabay.com)Gymshark pays its employees a certain amountGymshark pays its coaches an average hourly wage of $12.45, while paid search managers make an average hourly wage of $32.40. Salary data is derived from 211 data points gathered in the last 36 months from Indeed job postings, users, and employees. I enjoyed my time here until I didn’t.Gymshark’s average salary ranges from about $40,562 for a senior team leader to $176,388 for a digital marketer. Gymshark pays its employees an average of $12.45 an hour for coaches and $32.40 an hour for paid search managers.Salary data is derived from 185 data points gathered in the last 36 months from Indeed job postings, users, and direct interviews with employees.Please be aware that all salary ranges are estimates based on information provided to Indeed by third parties. Users of Indeed are only provided with these numbers for general comparison purposes. You should check with the employer for the actual salary figures because the minimum wage may vary by jurisdiction.(Image Source: Pixabay.com) Gymshark influencers are also known as Gymshark athletes and ambassadors.Let’s talk about Gymshark influencers in a simple way. Gymshark is a big fitness brand (they have 7M instagram followers), and athletes who work with them can make money.Being a Gymshark athlete means more than just looking good in ads. They represent the brand and live by the motto ‘Do you but do you in Gymshark’ Gymshark founder — Ben Francis.Gymshark athletes do more than wear workout clothes. They create content, share fitness tips, and show workout routines on social media. They inspire lots of people while wearing Gymshark gear.Now, the important question: How much Gymshark athletes get paidGymshark influencer earn money through commissions on sales they bring in and bonuses for getting new customers. How much they make depends on things like how many followers they have, how engaged people are online, and the sales they generate using their special link/coupon.In 2020, Forbes said Gymshark athletes could earn from $6,000 to $10,000 a month on average. Some start with $500 a month, while top athletes can make over $100,000.Social media is a big part of their earnings. Those with around 1,000 followers can make between $30,000 and $60,000 each year. So, being a Gymshark partner can be quite lucrative.The details of deals between Gymshark and its athletes are kept private. Negotiations happen behind closed doors, and the payment details are a secret, making the Gymshark athlete world mysterious.Gymshark athletes aren’t just fitness influencers; they’re like celebrities. People like Whitney Simmons and Massy Arias can make an amount like $2,000 for an Instagram post and $50,000 monthly from YouTube.Key GymShark Sponsored Athletes and AchievementsFrancis Ngannou (Mixed Martial Artist): UFC Heavyweight Champion, “The Predator,” signed in March 2021.Hellah Sidibe (Runner): Gained fame for running across the U.S., signed in 2019.Katie Taylor (Boxer): Two-weight world boxing champion, signed in 2019.Ryan Garcia (Boxer): WBC Interim lightweight titleholder, signed in 2018.Steve Cook (BodyBuilder): Two-time Mr. Olympia top 10 finisher, renowned for physique.Chris Bumstead (BodyBuilder): IFBB professional Canadian bodybuilder, signed in 2019.Noah Ohlsen (CrossFit): Renowned CrossFit athlete, signed in 2021.Matt Ogus (BodyBuilder): GymShark athlete since 2013, leading bodybuilding icon.Ryan Terry (BodyBuilder): Prominent British bodybuilder, ambassador for GymShark.Nathaniel Massiah (Powerlifter): Emerging strength and fitness personality, signed in 2020.These athletes embody GymShark’s commitment to excellence, creating a synergy that elevates both the brand and the individuals involved.So, how do you become a Gymshark influencers?There are two main factors to be qualified as Gymshark athletes.Firstly, you really need to put real effort in your content. Gymshark looks for talent based on content, focusing on being different and sharing the brand’s values. There are around 80 to 100 Gymshark family members right now and the number keep growing.Secondly, Gymshark looks for unique and diverse factors. Their athlete list includes big names like UFC Champion Francis Ngannou and Irish boxer Katie Taylor. It’s not just about sports; Gymshark likes diversity, featuring people with unique achievements like Ross Edgley’s long swim across a lake and Devon Lévesque’s marathon on all fours.Besides, there many other ways for you to partner up with Gymshark as a content creator and brand affiliate.In the world of Gymshark athletes, money, and influence, one thing is clear — it’s a diverse journey. Gymshark is more than just workout clothes; it’s about fitness, fashion, and influence all coming together. As the Gymshark athlete story unfolds, it’s fascinating to see how athleticism and social media charm create a unique narrative. We don't really have set criteria when we choose our athletes, as all our athletes are so unique.Our Partnerships Team regularly scout talent based on their content and ensuring their values align with our own. The best advice we can offer is to keep focusing on your own path and identify what makes you unique and how that unique nature or ability can inspire others to become greater versions of themselves.To go further, we go together.Check out the video below of our founder and CEO Ben, shares his views on what our team looks out for.*Please note, you must be 18+ to become an Athlete.How to Become A Gymshark AthletePlease contact our support team here. NGM Modeling is supported by its audience. When you purchase through links on our site, we may earn an affiliate commission. As an Amazon Associate I earn from qualifying purchases. Gymshark is a fitness brand that has taken the world by storm in recent years. In fact, it’s so successful that the brand has given Nike and Adidas a run for their money. Gymshark is on its way to becoming a household name with the Gen-Z community which has made them a force to be reckoned with. When Devon Lévesque, decided to quit his Pizza Hut delivery gig and give his take on gym clothing everything he had, he never imagined it would turn into the $1.5 Billion company it is today. How did they do this, seemingly overnight? They did it with two words, Social Media. By sending his gym clothing to health and fitness fanatics on Tik Tok, Instagram and You Tube, he has built an empire that isn’t going to slow down anytime soon. However, becoming a model for Gymshark isn’t out of the realm of possibility for anyone. In fact the barrier to entry is so low, all you need is a cell phone. Helping Gymshark to build their brand, gain valuable customers and advertise their highly coveted lines of gym clothing, is where you come in. You can be a model for Gymshark by following these steps to success. “There’s always that one person at the gym who looks like they know what they’re doing. They might not be stars, but they’re the people who set the tone—those are the kind of influencers Gymsharks wants to work with.”says Gabriel Caillaux, co-president of General Atlantic and a company that recently acquired 20% of the company.” This sentiment is what gives ordinary yet highly-motivated fitness fanatics a chance to become a star through modeling Gymshark apparel. You must look the part. No gym memberships are needed with this step, as you can build the kind of body that Gymshark needs for their campaigns by old fashioned hard work. Develop a fitness routine that will yield results quickly and consider sharing it on your social media platforms. The more unique the better. Everyone has seen muscle bound men and women in a gym. Come up with an unconventional way to get in shape and document it. Have your camera with you all the time, taking pictures and videos, religiously. Do you have a fitness routine that is unlike anything out there? Are you an adult gymnast? Maybe you’re into pole vaulting. Are you into triathlons? Have fun doing your thing and show the world. If you are in love with what you are doing, this will come across in your photos and videos, enabling you to begin building a following. Do you already have a successful Tik Tok or Instagram following? If not, this is the best place to start. Build your own unique brand while showcasing Gymshark, clothing and accessories. This may require somewhat of an investment on your part, that in the end will be worth it. Buy a few key pieces of apparel and document wearing it in different places and situations. Tell a story. If your audience can identify with you, they will come back for more content, giving additional chances to put Gymshark out there for the world to see. Post, post post!! Post on your stories, make reels, post pictures of you having fun, meeting goals and enjoying Gymshark products. Talk about how comfortable the clothing is, speak about its function. Advertise the various sizes and colors the products come in. Keep an eye out for questions from your followers that you can answer by making a post or a series of posts on a particular subject. If you catch the eye of Gymshark, you will have a representative of the company whose soul job is to hire influencers to help market their brand. You may receive a call from these representatives if they see you have a substantial following and represent their brand well. This where all of your hard work will pay off. Gymshark has a vision and they are looking for ambassadors that share this vision. You must have a passion for fitness and well-being and this must shine through your posts. From their website, Gymshark’s mission includes these sentiments. Be human. Being accessible, inclusive, and humble is at Gymshark’s heart. Care. That means being conscious of the world we live in, caring for those around us, and being proactive to create positive change. Do the right thing. Count on us to be honest, trustworthy, and genuine. Find the Gymshark way. Refuse to forget the garage mentality that made us: ambitious, agile, disruptive. Put family first. Unconditionally. Aligning with this vision will put you on a path to becoming the perfect Brand Ambassador for Gymshark. Have you ever heard the phrase, “Ask for the sale”? You don’t have to wait around for them to call you. If you have put a plan in place, have built a substantial following and are working hard everyday to put Gymshark in the best possible light, then it’s time to contact them. If you think you have what it takes to join the Gymshark team, send an email to with the following information: -Write a short Bio – Who are you? What makes you stand apart from the crowd? What are your passions?-Add links to any social media accounts you’re currently active on. This should include paltforms such as Tik Tok, Instagram, Snapchat and You tube-Tell Gymshark why you think you should be sponsored. This should be where you put your heart and soul. The countdown is on. Pick up your summer looks now with code EXTRA20. Hurry, ends Monday, 10pm.Let’s be honest, it’s always shorts season round here.Let’s be honest, it’s always shorts season round here.SHOP MEN'SLet’s be honest, it’s always shorts season round here.Get ‘em while they’re hot. And before they’re out of stock. Again.Running stuff so good it’ll (almost) make you want to do cardio.Comfy, durable styles that are so affordable, you don't cancel your mani. Get ready for the ultimate style and performance combo with our women's gym t-shirts. Little things for big PBs. Accessories are game-changers for your training, your fit and the way you feel.Let’s be honest, it’s always shorts season round here.It's the one you reach for time and time again.Advancing your conditioning or pushing for that extra mile, Arrival is built to make progress in. Plus you don’t need to take out a loan for it.For repping, running, resting, everything.Running stuff so good it’ll (almost) make you want to do cardio.Little things for big PBs. Accessories are game-changers for your training, your fit and the way you feel.Need inspo for styling leggings outside of the gym? Here’s our guide to trendy everyday legging outfits.Style GuideStop looking; start finding the leggings you've been looking for. However you train, whatever your look, we’ve got a match.Leggings guideFind the one with high, medium and light-support sports bras more trustworthy and reliable than your ex.Sports bra guideEverything you need to know about the best gym shorts in the game, from repping, to running, to rest day.Shorts guideLet’s go back to basics. Smash your workout with the right gym essentials and outfit ideas for every activity.Gym Clothes GuideFind the best short length for your height, style, and activity with our detailed guide.Read onAs the seasons change, so does styling. But for 2025, low-rise is here to stay. Discover our top low-rise styling tips.See The TipsConfused about how to structure your workout? We answer one of the most asked questions in fitness, once and for all.Reveal The AnswerForget walking pants, leggings can do it all. They’ll keep feeling cute and comfortable on the trails..Discover yoursLooking for an easier route to getting in your cardio? Slow it down with LISS training.Read onWhat's the difference, when should you use them, and do you really need to stretch anyway? We reveal all.Stretching UncoveredLooking to lift your lower glutes, ready for shorts season? We've handpicked the best exercises to get you there .Show MeWant to run faster and chase a new PB? Interval running is what you need: run hard, recover fast and repeat.Find Out MoreGet the Gymshark app for on-the-go shopping, exclusive drops and Gymshark Regent St. access.The Gymshark appTrain like an athlete or personalise your own training plan. Then go make some progress. Oh, and it’s 100% free.Gymshark training appWorkout Clothes designed to help you become your personal best. Because when it comes to performing at your max, there should be no obstacles – least of all your workout clothes.Functional and comfortable, we create workout clothing you'll sweat in. Since 2012, we've designed and created the workout clothes we want to wear, because training and its people are what we know best.Gym Clothes built in the weight roomOur legacy was built in the weight room. Gymshark was founded with a love for training and that passion continues into all our gym clothes today. You'll find the latest innovation in gym clothing and accessories to help you perform at your best and recover in style.Our Men's Workout Clothes feature sweat wicking workout shirts and tank tops, gym shorts, sweatpants and more. Whilst our Women's Workout Clothes are designed for a range of movements and feature sophisticated seamless technology, clever contouring and durable, quick-dry sweat wicking fabrics on leggings, sports bras and more.An obsession with lifting is what started this brand, and we haven't forgotten our roots. Our Women's and Men's Bodybuilding clothes feature classic styles, with modern cuts and innovative fabrics to help you raise the bar.Activewear & AthleisureWe create the tools that help everyone become their personal best – no matter the sport. Our range of Activewear is designed to give you the support you need to perform at your best, whether that's on the track, on the gym floor or in the studio.Whilst our men's and women's athleisure elevates your workouts with the most comfortable gym hoodies, the most supportive gym leggings and the most innovatively designed workout shirts that are made to move when it matters most.More than your best workout clothingThe Gymshark community is devoted to unlocking potential through conditioning and the things we do today to prepare for tomorrow. It's every setback, step-up and milestone along the way. Game-changing workout clothing, running clothes and loungewear essentials. It's not just in the designs, it's in the people who wear them. Looking for more inspiration? Discover our latest tips, stories, and training insights on Gymshark Central – your next step towards becoming your personal best. 12.18.24/Last Edited 12.19.24Ever dreamt of becoming a Gymshark Athlete? If you’re silently nodding, you might just want to read this…Submit your application by making a 66 pledge (more on that below) between December 26th and January 2nd.This Gymshark66 is your chance to be seen, your chance to show your commitment, your chance to show why you–and only you–should be our newest Gymshark Athlete.We’re looking for someone who works hard, inspires others, and is unapologetically themselves.They aren’t afraid to share the hard graft, failed lifts, and everything in between that got them to where they are now.Sound like you? There’s no time to waste.Keep an eye on our socials @Gymshark, take a look at Gymshark66, and read over the steps below to discover how you can enter.We told you it takes 66 days to change your life–Athlete Wanted: Could it be you?How Do I Become A Gymshark Athlete?We’ve lost count of how many times we get asked this question on the daily. We don't really have set criteria when we choose our athletes, as all our athletes are so unique. The best advice we can offer is to keep focusing on your own path and identify what makes you unique and how that unique nature or ability can inspire others to become greater versions of themselves.This year, we’re doing things a little differently. This year we’re making Gymshark 66 more than just a workout challenge: This 66, we’re on the hunt for two new Gymshark Athletes to join the team.All you’ve got to do? Post your Gymshark 66 journey on your socials, and you could be in with the chance of winning Gymshark Athlete status (and loads of cool prizes to go with it…)What Could You Win?Not only will our winners hold the enviable title of ‘Official Gymshark Athlete’…But our two newest Athletes will get:A year’s supply of Gymshark clothes and accessoriesAttendance to our LIFT events, held all over the world, for you and a +1, including travel & accommodationA VIP guest spot at a Gymshark photoshootAnd one year’s free gym membership to a gym of your choiceTo be in with the chance of becoming a Gymshark Athlete, you’ll need to make your pledge by posting on your socials between December 26th and January 2nd, using #gymshark66 to let us know you’re in it to win it - but make sure your profile is set to public, or we won’t see it and your entry won’t count!Need some inspo of positive changes you can make? Download the Gymshark Training App and take a look at our Gymshark 66 habits to get an idea of changes you could commit to.Now, the hard work really starts: Commit to your habits every day, sharing every step of your journey along the way.Post a minimum of once a week on your main feed with #gymshark66 to show us your progress and dedication (We’ll be keeping an eye out!).Post your final #gymshark66 photo or video by March 8th, 2025.At this time, shortlisted athletes will be contacted via DM and invited to a final panel selection where we will crown our two new Gymshark Athletes. For the finer details and the ins and outs of the rules, take a read of our Gymshark Athlete Competition T&Cs.We know you’re excited. So just to summarize how this is going to work…Make your 66 pledge and upload it to your social media platforms between December 26th and January 2nd.Post a minimum of once a week with the #gymshark66 to your main feed.Upload your final post by March 8th, 2025.We told you it takes 66 days to change your life–Athlete Wanted: Could it be you?Good News: We are now supporting existing entries from TikTok!Anything posted on TikTok using #gymshark66 since Dec 26th will be eligible for the prize of becoming an athlete. We’ve seen so much great content, we decided we had to include it! This doesn’t alter the start or end date of the competition; it’s an opportunity for those who have been taking part on TikTok to be in with a chance at the big prize.What Are We Looking For?There are no set criteria for how to become a Gymshark Athlete. Every Gymshark athlete is unique and brings something different to Gymshark, whether that’s their personality, training style, or ability to inspire others to become better versions of themselves.You don’t need the biggest biceps, the strongest deadlift, or ten patches on your tactical backpack. But:You must be committed;You must put in the work;You must be unique;You must inspire others;And most of all, you must show up–every single day. For 66 days (and beyond).Only the most committed will be chosen. And it’s up to you to show us.We want to see you:Show up, day in, day out, during the Gymshark 66 fitness challenge–on the good days and the bad days–no matter what.Authentically form positive habits/changes in your life (no one said completing 66 was easy!)Commit to your chosen positive habits through creative and original social posts.Demonstrate how you’ve inspired others to make positive changes in their lives.Be creative, Be committed, Be original.Yes! Anything that has been posted on TikTok using #gymshark66 since Dec 26th, will be eligible for the prize of becoming an athlete. We’ve seen so much great content, we decided we had to include it! This doesn't alter the start or end date of the competition, it’s an opportunity for those who have been taking part on TikTok to be in with a chance at the big prize.Yes! You can still take part in Gymshark66 without entering the competition. Simply download the training app , pick your daily habits and, if you want to, an athlete workout program–then, show up for 66 days, ticking each day off as you go. There is no need to post any of your journey on social media if you aren’t entering the competition (however, we love to see your progress, so posting is still encouraged!)As mentioned, there is no set criteria that we use to choose our Athletes! It is very important, however, that you bring something unique to the table, show your commitment to Gymshark 66, and–most importantly–be yourself!Our judges will be checking you have:Showed creativity and originality in your postsAuthentically formed a positive habit/change in your lifeDemonstrated that no matter what life throws at you during the 66 days, you committed to SHOWING UPInspired others to take on positive challengesShortlisted winners will be notified via direct message on social media shortly after the competition ends on Saturday, March 8th. The winner must respond to this message within 24 hours. Once the shortlisted winners have responded, they will be invited to submit a short video telling their Gymshark66 story. They will then be invited to a final panel, where candidates will be judged, and two winners will be selected.No, you don't have to use the Gymshark Training App to enter the athlete competition. That being said, the app is a great way to help you set some habits along the way and give you some workout inspo for when you hit the gym in the new year.Hold tight–Gymshark66 doesn't start until January 1st 00.01 your local time! You'll then be able to use the app for Gymshark66 2025! For now, you'll only be able to find the pledge to sign your commitment.If you joined Gymshark66 in 2024, you may find your app showing that you've already started your 66 journey. If this is the case, you'll need to reset your app to access our brand new Gymshark66, launching on January 1st, 2025.Resetting Gymshark66 in the app is easy and can be done by following these steps:Navigate to the 'Progress' screen.Select the 'Challenges' tab to see your Active Challenge.Click the Active Challenge, then tap the card icon in the top right to view your ID.Select the three-dot menu in the top right and click 'End Gymshark66 Challenge'.You will then be able to restart your new Gymshark66 challenge on January 1st, 2025.If you've followed the steps above to reset your Training App, it should be ready to hit the ground running for 66 on January 1st. However, if you're still having trouble, the app may need to be uninstalled and reinstalled before you can get going with Gymshark66. After these steps, you should be good to go!On the app, you'll find a pledge card that you can sign and share on your socials to show your commitment to Gymshark66 (this isn't compulsory, but a little accountability never hurts, right? And we may have some surprises if you do share...).When it comes to the rest, well, that's entirely up to you! As long as you document and share your progress on social media, you can be as creative as you want to be (and we can't wait to see what you come up with).Download the Gymshark Training App and head to the Explore page.Tap on 'Sign Up For #Gymshark66 & Win An Athlete Contract'.Click 'Commit To 66 Today'.Simply sign, screenshot, share and tag us!(FYI: This isn't compulsory, but there may be some surprises if you do so...)No! Choosing an athlete workout plan is optional, however, we strongly encourage you to take a look at the new athlete programs launching on the Training App exclusively for Gymshark66. Try a new style of training or stay motivated to reach an existing goal; our athlete plans are professionally programmed to help you reach your goals. And the best thing? They’re all completely free! Choosing 3 habits on the Training App is optional, however, we highly recommend doing so as this will keep you focused on what positive changes you are making!To be in with the chance of winning Gymshark Athlete status, we want to see you authentically form positive habits/changes in your life–but whether this is one big change, or several smaller changes, is up to you. The Training App is a great place to start for some goal inspiration, whether you chose to sign up to three habits as part of 66, or come up with your own.Most importantly, we want to know what your positive change(s) is, and we want to see every step of your journey on social media.No! Your daily habits can fall between any of the three categories: training, health, or mindset. It's up to you how you split them: choose 1 of each, or have three all in the same category!Yes! All you have to do is document your Gymshark 66 participation once a week on a public social media account using the hashtag #Gymshark66. This starts on January 1st 2025, but you can let us know you are taking part from December 26th 2024. Applications Are Almost Open, And It All Starts With Gymshark66.Imagine getting all the latest Gymshark drops delivered straight to your door.Think of how good your social feed will look with professional photos taken in our very own Gymshark photo studio.Picture yourself training at the iconic Gymshark Lifting Club amongst the likes of James Beardwell, Ryan Terry, Whitney Simmons, and Aimee Cringle.Never before have we opened up an opportunity like this. But now’s your chance. This is your opportunity to show us; prove to us, that this Gymshark66 you have what it takes to be our next Gymshark Athlete.Sound good? Applications open on December 26th, 2024. But in the meantime, follow our social media for updates and download the Gymshark Training App to be inspired by positive changes you could commit to this 66.Need help with anything?Got any questions about anything you’ve seen, get in touch with our friendly support team.Need help with anything?Got any questions about anything you’ve seen, get in touch with our friendly support team. The best you, born here.We pride ourselves on being a team of grafters, innovators, and visionaries.Above all else, we’re a family. We succeed together. We fail together.We offer a wide range of roles both IRL & URL, and no matter your background, everyone is welcome here at Gymshark.Gymshark is an inclusive space where everyone can be themselves. Diversity is what drives innovation, and caring for our employees is what creates such a strong workforce.We’re always on the lookout for passionate, talented individuals who share our vision of positively impacting the world. Think you've got what it takes? We want to hear from you.Gymshark CareersPlease contact our support team here. British fitness apparel and accessories company Gymshark LtdIndustry Fitness apparel Accessories Sports equipment Founded5 July 2012; 12 years ago (2012-07-05)[1]FoundersBen Francis Lewis MorganHeadquartersSolihull, West Midlands, England[2]Key peopleBen Francis (Founder and CEO)[3]Products Sportswear Athleisure Revenue£556.2 million (2023)[4]OwnerBen FrancisGeneral Atlantic (21%)Number of employees850 (2021)[5]Websitegymshark.com Gymshark Ltd is a British multinational athletic apparel retailer headquartered in Solihull, England.[6] Founded in June 2012 by Ben Francis and Lewis Morgan, the company was initially focused on selling fitness supplements, before distributing its own line of fitness wear. Gymshark reached a valuation of over £1 billion in 2020.[7][8] Gymshark sells online and it opened its first retail store on Regent Street, London.[9] Gymshark was founded by school friends Ben Francis and Lewis Morgan in 2012.[10] Both aged 20, they set up the brand while studying at university.[11] Initially, Gymshark started drop shipping bodybuilding supplements through its website.[12] In 2013, it began designing and manufacturing its own fitness apparel.[13] Francis manufactured the garments in his parents' garage on a made-to-sell basis using a sewing machine and screen printer he purchased with £1,000 of savings.[14] During the first year, Gymshark made £500 in sales per day.[14] In 2013, the company exhibited at the BodyPower fitness trade show at the NEC arena in Birmingham where it sold out of all its stock in the first day.[15] After the show, Gymshark's Luxe tracksuit went viral on Facebook, generating £30,000 of sales within 30 minutes.[15][13] When the company's revenue reached £250,000, Francis and Morgan both left university to focus on Gymshark full time.[16] In 2016, Morgan partially exited the business retaining 20% of the company, to focus on his other ventures, property development company Ernest Cole and fashion label Maniere De Voir.[16] In 2019, the company opened a new 8,000 square foot office in Hong Kong.[17] In September that year, Gymshark launched the Gymshark Lifting Club, a gym and innovation hub, on the same site as its headquarters in Solihull.[18][19] In August 2020, US private equity firm General Atlantic purchased a 21% stake in the company which valued the company in excess of £1 billion.[7][20][21] The company said it would use the funding to further expand globally.[7] In November 2021, Gymshark appointed Gary Vaynerchuk as an advisor to the company's board.[22] In February 2023, Gymshark appointed bodybuilder and influencer David Laid as creative director.[23] In March 2025, it was reported that Alix Earle was suing the company for £775,500 in losses following allegations it cancelled a sponsorship agreement.[24] Gymshark headquarters in Blythe Valley Park Gymshark's headquarters is at Blythe Valley Park in Solihull, West Midlands,[25] Gymshark also has an office in London, and a North American office in Denver.[17][26] Gymshark opened its first store on Regent Street in London on 29 October 2022.[9] Gymshark sells fitness apparel for men and women[27] including workout vests, hoodies, t-shirts and leggings.[28] While the brand was initially aimed at men, by 2020 approximately two thirds of sales were to women.[29] The company does not rely substantially on brick-and-mortar stores but did open its first pop-up shop in London's Covent Garden in February 2020.[9][30] In 2022, Gymshark opened its first permanent store in Regent Street in London.[9] In August 2019, Gymshark released a fitness app offering both free and premium plans.[31] The app provides a range of workouts, video demonstrations and customizable training plans. The home-based workouts gained popularity during the COVID-19 lockdowns.[32] Gymshark has utilized social media influencer marketing strategies by partnering with social media influencers.[33][29] As of 2020, the company was paying 125 influencers to market the brand various on social media platforms, most notable being Francis Ngannou, Saffron Barker, GK Barry, and Tyler Saunders[29][34] Gymshark has partnered with SourStrips, Hyperice, Plunge, Turfgames, Ghost, Liquid Death, Barry's, Stanley, Alani Nu, Coffee Dose, Prime, Pressed, Beignet Box, and Go Greek.[35][36] ^ "Gymshark Ltd overview - Find and update company information - Gov.uk". Companies House. 5 July 2012. Retrieved 15 December 2024. ^ "How Gymshark grew by 200%+ year on year and hit £41M in sales (Updated 2019)". Beeketing. 18 January 2019. ^ "Ben Francis". Forbes. Retrieved 14 July 2020. ^ "Gymshark CEO: 2024 will be our 'biggest ever year' (Updated 2024)". 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