

Mind, BODY, SOL



Catherine DeFrancesco

SOL YOGA TAKES THE YOGA WORLD BY STORM, THANKS TO ITS MODERN APPROACH ON HEALTH AND WELLNESS. INFRARED-HEATED YOGA STUDIOS COMBINED WITH BEST IN CLASS TEACHERS, STAFF AND CUTTING-EDGE WELLNESS OFFERINGS—FROM ITS SIGNATURE LED FACIALS TO SMOOTHIE BAR AND ACUPUNCTURE, FLORIDIANS CAN'T GET ENOUGH.

BY ERIC EDELMAN

Catherine DeFrancesco, owner and founder of SOL Yoga, is more than one of South Florida's most ambitious and ground-breaking entrepreneurs—she's a mom, investor, visionary, world traveler and a certified yoga and holistic nutrition expert with more than a decade's worth of knowledge and experience.

DeFrancesco's SOL Yoga (SOL is an acronym for 'Secret of Life') is part state-of-the-art wellness hub and part super-modern, super-sleek yoga studio. What started as an inchoate desire to share yoga with as many people as possible has evolved to be more about total-body nourishment from the inside out giving Floridians the most unique and 'feel good here' destinations on the map.

What's sets it apart from others includes SOL Yoga's infrared heated studios, its CBD-infused wellness products, acupuncture, LED skin treatments and smoothie bar – among other offerings. There's also a Concierge team to greet and serve clients, with complimentary mat rentals. Whether through its products, its variety of yoga, pilates and sculpt classes led by inspiring instructors, DeFrancesco says the SOL vision isn't done yet, with more expansion on the horizon.

Q+A

Beyond just yoga, your locations offer health and rejuvenation services/products—from LED light therapy to acupuncture. Is the goal to be a yoga studio that offers these additional services or a health/therapy clinic that teaches yoga?

Yoga is the primary. It's what I truly believe is the "secret of life," which led me to discover so much more about health, including acupuncture, healthy nutrition, meditation and more. But that's not to say you have to love yoga to appreciate SOL Yoga. Health and wellness go hand in hand. And something I believe we're all trying to improve, so why not make it more accessible? Like most people, I know how precious our time is. And more often than not, we feel behind the clock. We're working full-time, raising families, running errands and have little time for self-care unless we truly make it a priority and carve it out. It's why I wanted to bring extra services to SOL Yoga,

such as a healthy smoothie bar, acupuncture therapy and LED skin treatments.

What are some popular trends you're noticing in health and wellness as a whole?

People want convenience, they want simplicity and they want to feel better. Just witness the explosion of CBD products, meditation and the notion of self care as a priority now. It's becoming more obvious increasing our health is not an overnight fad, but something we can directly impact in a multitude of ways. For most, it means improving our energy, reducing our stress and getting better sleep. From infrared heat and light therapy to vegan health supplements and clean beauty products, there's no shortage of options to help us improve our health and wellness, and why I believe and know first-hand,

SOL Yoga gives people the one-stop destination they want, deserve and carve out time for.

Can you expand on some of these upcoming products and services you're looking to offer?

Currently, I'm focused on phase two of our Fort Lauderdale location which is a blow-dry bar called "coco & vava" after my daughters. We have the space and designs ready and will begin execution very soon. Whether post-yoga or just because, it will give our clients and the Fort Lauderdale community a place to unplug and experience our line of luxury haircare products from Italy, and infused with CBD.

To learn more, visit solyogaflorida.com or call 305.549.8550 (Miami location) or 954.368.3882 (Fort Lauderdale location)