

ENTREPRENEURSHIP STORY / INTERNATIONAL VISION

AUSTRALIA TAUGHT HER MEXICO'S TRUE VALUE. SHE RETURNED TO PROVE IT.

Grecia transformed her international education, visits to **100 gyms worldwide**, and a partnership with Mexican business leaders into a new brand: **G FIT STUDIO by Grecia®**.

Its first location is preparing to open, offering a training concept designed for women that brings together fitness, architecture, sustainability, and a commitment to Mexican talent.

EDITORIAL / NOVEMBER 2026

From Mexico to Sydney: Where the Idea Began

DISCIPLINE BEFORE BUSINESS

Physical activity had been part of Grecia's lifestyle since before she turned fifteen.

Through exercise, she developed a connection to wellness, discipline, and consistency, values that would eventually become the foundation of her entrepreneurial vision.

THE CHALLENGE OF AUSTRALIA

She studied Communications at Tecnológico de Monterrey and gained professional experience with international media outlets such as Telemundo and Univision.

She later earned a **master's degree in Sustainable Development at The University of Sydney**, became certified in Power Yoga in San Diego, California, and visited **100 gyms around the world** as part of her research and international experience.

Each step strengthened an idea of her own: a fitness concept integrating wellness, design, sustainability, and a global business vision.

A DISCOVERY HALF A WORLD AWAY

After traveling to more than 30 cities across different countries, she discovered how deeply Mexico was admired for its cultural heritage, cuisine, art, and traditions.

Passionate about international cuisine, she made a point of exploring restaurants from different cultures during her travels. It was there that something caught her attention: even thousands of miles away, Mexico was present.

At restaurants abroad, she encountered Mexican dishes, ingredients, and references to Mexican cuisine. Those experiences revealed the reach of her country's identity and showed her that Mexican talent already had a place in the world.

Distance taught her to see her roots with renewed pride.

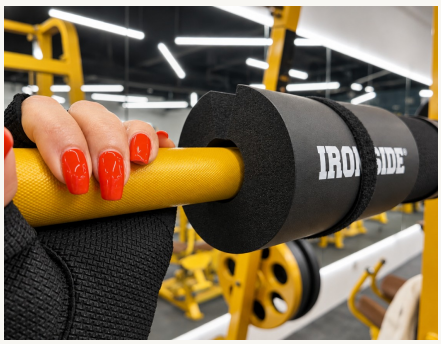
TRAINING



G FIT STUDIO BY GRECIA



EQUIPMENT



Identity, Talent, and the Decision to Return

THE TREASURE MEXICO ALREADY HAD

Behind that international admiration were people: artisans, artists, cooks, designers, entrepreneurs, and workers whose talent brings Mexico to life.

Grecia saw more than tradition. She saw creativity, innovation, and the potential to develop Mexican ventures with international reach.

A LESSON IN IDENTITY

Traveling across countries showed her how international brands established themselves in different markets, even as Mexican culture was already recognized and admired in many of those destinations.

That experience led her to a question:

Why import an international franchise when Mexico has the talent to create its own brands and take them to the world?

That reflection became one of the principles behind G FIT STUDIO.

RETURNING TO GO FURTHER

Gratitude toward Mexico turned her return into a purpose: to share what she had learned, support national talent, and create new opportunities.

After participating in international events and developing her business vision, she decided to launch a venture alongside Mexican business leaders who believed in the project.

Her goal was a brand with its own identity, international standards, and Mexican roots.

A PARTNERSHIP THAT BELIEVED IN MEXICO

Mexican business leaders believed in Grecia's vision and contributed resources and experience to bring the project to life.

Grecia brought her international research, knowledge, and two years of dedication to developing the brand, taking an active role in every stage of its concept and design.

Mutual trust, perseverance, and a shared vision made G FIT STUDIO possible.

Why import an international franchise when Mexico has the talent to create its own brands and take them to the world?



GRECIA / EDITORIAL IMAGE

A TRAINING METHOD WITH ITS OWN IDENTITY

G FIT STUDIO grew from Grecia's personal experience and a training method she developed over the years to support her physical and mental well-being.

Her philosophy combines different exercise disciplines, healthy habits, and holistic well-being to give other women tools to strengthen their bodies, build confidence, and improve their quality of life.

Her involvement goes beyond business leadership. Grecia carefully selected the training equipment, construction materials, lighting, finishes, and colors that define the brand's visual identity.

Every element was chosen to create an experience where fitness, architecture, and design complement one another.

This integration gave rise to **FIT☆TECTURE (Fitness + Architecture)**, her vision of combining functionality, aesthetics, and well-being in a single space.

A BRAND WITH IDENTITY AND FAMILY LEGACY

The G FIT STUDIO logo also tells a personal story.

The letter G represents its founder's name, Grecia, as well as the ideas that define the brand: Gym, Gold, and Growth, reflecting training, its signature golden tones, and personal development.

The crown that distinguishes the logo carries a deeply personal meaning: it honors her grandfather, whose surname was Corona and whose memory remains a source of inspiration in her life.

Each element of the logo thus reflects a blend of identity, family history, and entrepreneurial vision.

More than a symbol of luxury, the crown represents a legacy.

Designed by a Woman. Made for Women.

SUSTAINABILITY AND MEXICAN TALENT

Bringing together fitness, architecture, and sustainability, G FIT STUDIO aims to show that design, innovation, and well-being can coexist within a single business concept.

The project champions collaboration with Mexican talent, creative professionals, and entrepreneurs across the country.

Its initiatives and campaigns also seek to create opportunities for collaboration and visibility for other businesses and creators.

Because entrepreneurship is not just about building a company. It is also about helping those around it grow.



G FIT STUDIO / STUDIO INTERIOR

BY WOMEN, FOR WOMEN

G FIT STUDIO is a premium boutique fitness concept designed by a woman, for women.

It invites women to discover their own strength and train with freedom, privacy, and peace of mind in an environment focused on women's well-being and free from harassment.

The studio combines different training disciplines and envisions innovative wellness experiences, including yoga sessions with small pets.

More than a gym, it aims to become a community where women can develop their physical and personal potential.

A BRAND WITH AN INTERNATIONAL VISION

G FIT STUDIO is currently in discussions to explore opportunities for international expansion.

Its vision is to bring a Mexican approach to fitness, design, and sustainability to new markets, showing that brands created in Mexico can compete to international standards.

A new chapter to take further a concept inspired by global experience, national talent, and women's well-being.

> **"She set out to discover the world. She returned to build with Mexico."**

G FIT STUDIO by Grecia®
www.gfitstudio.com
Press inquiries, interviews, and business partnerships: contact us through our website.

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