



CURVES N HOOPS

Movement That Empowers

Created by Sheena Fryerson for those seeking community collaboration, wellness activities, and partnerships with Curves N Hoops, LLC



Brand Snapshot

Curves N Hoops is a movement-based wellness brand founded in Cleveland, Ohio, that blends hula hoop fitness, sensual dance elements, and community connection. Our experiences are designed to help women reconnect with their bodies, build confidence, and find joy through playful, low-impact movement.

Founded in 2019, Curves N Hoops has grown from pop-up hoop classes into a multi-dimensional wellness platform that includes signature events, workshops, handmade hoops, and community collaborations.

Rooted in Purpose

Mission:

To create inclusive, joyful spaces where women of all ages, sizes, and backgrounds can move freely, build confidence, and reconnect with their bodies through expressive, low-impact movement.

Vision:

A world where wellness feels playful, accessible, and empowering—and where movement is a form of self-expression, not punishment.



Founder Bio



Sheena Fryerson is the founder and lead instructor of Curves N Hoops. With a background in public health and epidemiology, she brings a unique lens to wellness—bridging data-informed health knowledge with embodied, joyful movement.

Her work centers confidence, sensuality, and accessibility, especially for women navigating life transitions, motherhood, and rediscovering their bodies. Beyond instruction, Sheena models and creates visual movement content that challenges traditional fitness aesthetics, expanding the narrative of what confidence can look like. By carving her own lane that blends hooping, heels, and expressive styling, she redefines wellness as both powerful and playful.

Through Curves N Hoops, Sheena transforms fitness into an expressive, community-rooted experience that empowers women to move boldly and define confidence on their own terms.

What We Offer

01.

Signature Experiences

- Wine & Whirl – A grown-and-sexy hula hoop + sip social experience
- Grow & Flow – Urban gardening paired with mindful movement

02.

Classes & Workshops

- Beginner hula hoop fitness
- Dance-infused hoop sessions
- Sensual movement & confidence wellness classes
- Corporate and community wellness workshops

03.

Products

- Handmade beginner fitness hoops
- Performance & dance hoops
- Custom rhinestone hula hoops

Past and Ongoing Collaborations & Community Activities

School & Library Activities

- Hough Library: Summer Reading Program and Halloween Hula Hoop Party, 2025
- Warner Girls Leadership Academy Field Day 2024-current

Local Studio and Wineries

- CleUrbanWinery Pop-ups “Wine & Whirl” 2024-2025
- Island Beats Studios “Happy Hour Hula (4th Fridays 6pm) 2025-current

Festivals and Neighborhood Initiatives

- Cleveland Ingenuity Fest 2024
- AsiaTown Mid-Autum Fest 2022
- Cleveland Labor Day Parade, 2019 & 2024
- Sickle Cell Awareness Community Event, 2025

Corporate Wellness Programs

- Solon Senior Center 2025-current

Experience Investment



Pop Up, and Community Hula Hoop Class (\$150, 60-75 min class)

- Engaging beginner-friendly hula hoop instruction
- All hoops provided
- Music + curated playlist
- Low-impact, confidence-centered movement experience
- Light warm-up + cool-down

(Picture booth upon request and availability of photographer)



Special occasion/Birthday Hula Hoop Events (\$125/hr 2 hr min)

Guided warm-up + confidence activation

- Beginner-friendly, cute choreographed routine
- Step-by-step breakdown (heels optional)
- All hoops provided
- Curated playlist to match the vibe
- Group photo/video moment
- Celebration spotlight for the guest of honor



Senior Living Wellness: \$100 per class with 3-4 class commitment (1 class per month)

- Gentle, mobility-focused hula hoop wellness session
- Seated and standing movement options
- Coordination + balance engagement
- All equipment provided
- Music + uplifting atmosphere
- Designed specifically for active older adults



Other Ways To Work Together

- Corporate Wellness & Team Building
- Signature Events (Wine & Whirl/Grow & Flow)
 - Wine provided if requested
- Youth Wellness & School Programming



Why Partner with Curves n Hoops?

- Inclusive, beginner-friendly facilitation
- All equipment provided
- Customizable themes (costumes) and formats
- Designed for engagement, confidence, and community connection

Contact for consultation and customized proposal.



Movement That Empowers

Curves N Hoops creates confidence-centered experiences that spark connection and make wellness feel joyful, inclusive, and empowering.

We partner with organizations, businesses, and communities to design movement experiences that leave a lasting impact.

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