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Diesel Fitness does a final lap

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Gym where beauty sweats to close, but 'boutique' version rumoured for Spoke Club

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Here's something that should get 'em talking during Fashion Week: Diesel Fitness, a gym made for the most Beautiful of People, is on its last crunch.

While the talk has been on for some time now that things were wrapping up at the Spadina/King "concept temple of narcissism" -- as someone once described it in print -- co-founder Josh Feuer confirmed it when I ran into him the other night.

"Come on Thursday," he said, telling me there's a big, sweaty swan-song of a party that night. The lease, he said, is up at the end of the month.

You might say it's the end of a workout era. In fact, I think I will. For, when the II V IV-designed Diesel opened -- way back in 2002, around the time the word "Googling" was just being born, and Rihanna was still back in Barbados singing in the shower -- the place was not only emphatically urban, it was also the most crowd-differing, not-your-daddy's designer gym.

Part loft, part club, it won a slew of awards, spurred lots of imitators and saw gobs of celebrity cameos. Drew Barrymore and Jimmy Fallon, for instance, shot parts of the movie *Fever Pitch* there. Ethan Hawke took a post-Uma stab at inner-peace while pursuing yoga there. Meanwhile, one of my more memorable Diesel moments once came when I ended up taking a Pilates class there -- with model mat-mate Rachel Hunter! (Don't ask.)

While Diesel Fitness isn't "cheap," Toronto Life once summed up the place as the "gym of choice for plugged-in urbanites." And, unsurprisingly, it also became a scene-boost for the two good-lookers who co-founded the place. Josh, for one, briefly dated the country's most famous heiress, Belinda Stronach. And his affable gym-bunny-in-crime, George Chaker? He became a regular, channel-spanning presence on television, recently served as a co-chairman of the charity funder, the Snow Ball, and also turned into an increasingly in-demand DJ when he took that up as a sideline gig.

So, what now?

While Josh wouldn't comment, a rumour has been flexing for a while now that Diesel will materialize again soon, just a few blocks west of where it is now, inside the private-members Spoke Club. That's what they're saying. In a

more "boutique" and "grown-up" form. That's what else they're saying.

"Yoga, pilates and one-on-one training," is what a source says. "They're also talking about bringing in Diesel's yoga director, Geoff Weibe. He has a massive following."

So, possibly, the beginning of a new era?

OH, AND MEANWHILE:

Yes, today is the day when things got off the ground for a more frantic-than-usual L'Oreal Fashion Week. In the afternoon, down at the built-to-suit tent in Nathan Phillips Square, the Toronto-a-thon gets going with that snarky Saskatoonian who took Project Runaway Canada, Evan Biddell!

Never one to undersell, the budding designer had this response when Now recently asked him what we can expect from his show: "The sun rising on an army of darkness."

DEEP!

~~Later today, around the time that the sun is moving toward a set, not a rise, the fashion media bunch will descend on Holt Henfrew, where the annual opening cocktail is on, and where the guest speaker is none other than the legendary, paradigm-shifting Italian designer Elio Fiorucci.~~

This, by the way, is what Stefano Gabbana of Dolce Gabbana once said about the man who was doing designer denim (way before Calvin and even before Gloria): "As a teenager in Milan, I was really fascinated by Fiorucci, but at the time I was not rich enough to buy. Oh my God! I made a collection of Fiorucci shopping bags and my mother, she still has them and my stickers, and now I invite Elio Fiorucci to our shows. He showed me the fashion way."

Later still, back at the tents, the cheap-chic-ers and Mimran-philes will be out in droves for Joe Fresh's much-anticipated shows. One of the least-best-kept secrets of this Fashion Week is that Canada's Coco Rocha -- currently the face of YSL Fragrance, and all the catwalks in all the capitals -- is walking in the show. As Posh would put it: That's "major."

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