

# SOULCYCLE®

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## soul blog

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## Soul Style: Sharon Ainsberg



**Name:** Sharon Ainsberg

**Occupation:**

Co-founder SHO+CO, a bi-coastal fashion and entertainment agency specializing in influencer and celebrity integration for global brands.

**What are you wearing?**

A Spring & Clifton Baja jacket, a layered cashmere and cotton long sleeve tee by Majestic Paris and my favorite SoulCycle tank underneath. Lulu lemon leggings and Isabel Marant classic Beckett sneakers.

**How do you define your style?**

"Disheveled Chic" is probably the best way.

**What kind of gym bag are you rocking to the studio these days?**

My favorite canvas tote from Save Khaki.

**What is your must have beauty product in your gym bag?**

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Soul Style

I use Neutrogena Cleansing Cloths right before and right after class religiously.

**How often do you ride?**

2-3x/ week

**What is your favorite song to ride to?**

I like climbing a hill to Aerosmith's "Sweet Emotion" with Pixie at the helm in the WeHo studio; and I like when Jolie throws us Eminem and Kanye for the faster jogs at Union Square.

**Favorite bike?**

Bike 2 at USQ

**Bandana or no bandana?**

I'm all about the topknot, but I love the Axl Rose riders sending me that great energy!

*Questions or comments? Email [blog@soul-cycle.com](mailto:blog@soul-cycle.com)!*

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