



**AIR  
MILES  
WITH**

# Christopher Vahanian

Co-Founder of The Lab Studios and Organic Press Juices, and Founder of F10 Athletics

## INTERVIEW YI-HWA HANNA

**Y**our businesses cover all of the building blocks of healthy living. Why is this so important to you? For me, creating brands around fitness, nutrition, and lifestyle is a personal mission. I believe that incorporating physical activity, balanced nutrition, and a holistic lifestyle into our lives leads to true well-being. These are the core elements that I live by daily. My goal is to inspire others to embrace these values and live healthier, happier lives.

**What is the most important thing you have learned about brand building?** It's all about storytelling. It's essential to create a narrative that resonates and evolves. Whether it's sharing your personal journey, showcasing the impact of your products, or highlighting customer experiences, keep your audience excited and connected. A great story makes your brand unforgettable.

**How do you ensure that your brands stand out and go the distance in a highly-competitive industry?** Staying ahead in the well-being industry requires constant innovation and engaging storytelling. Society moves fast, and so should your brand. Understand your customers' needs and grow with them. By continuously innovating and keeping your audience engaged, your brand can stand the test of time and avoid being just another fad.

**How important have your previous jobs been in your entrepreneurial journey?** My diverse career in financial analysis, branding, and leadership have been invaluable. Financial planning skills helped me build solid business models, while branding experience taught me to navigate the fast-paced marketing industry. Working with managing directors honed my leadership and team-building abilities.

**You've done quite a bit of volunteering. What is this important to you?** It's been a heartfelt part of my journey. Moving to the US for university was a big leap, and I wanted to connect with my new community. Volunteering was my way to give back and engage with diverse people. These experiences enriched my understanding of different cultures and perspectives, shaping the empathetic and inclusive person I am today.

**You've built a solid community of executives, athletes, creatives, and more as clients. How do you keep them motivated?** Motivating a community of successful individuals means creating a space where everyone feels they belong and can grow. We offer personalised support, celebrate each milestone, and build strong connections. Understanding their unique goals and fostering a supportive environment keeps them inspired and driven.

**What are your top tips for staying fit and healthy on-the-go?** Staying active while traveling is crucial. I always aim for 10,000 steps a day and practice moderation with food. Packing fitness gear for quick

workouts, choosing healthier meal options, and staying hydrated are my go-to strategies for maintaining wellness on-the-go.

**What are three things you always pack?**

I never travel without a F10 outfit for workouts, a new book for flights and downtime, and my journal. They keep me active, entertained, and reflective.

**What is your earliest memory of a holiday as a child?** Being at my grandmother's house in Singapore with my siblings, all cuddled up in the living room watching *Friends*. It was a time of simple joys and family togetherness.

**What's been your most memorable trip so far?** Visiting Bali with my girlfriend. Its natural beauty was a refreshing change from my usual city travels. It was an unforgettable adventure that brought us closer to nature.

**What's one travel experience you'd rather forget?** Honestly, I don't have any travel experiences I'd rather forget. Each trip, whether good or challenging, has taught me something valuable.

**Where are you headed next?**

Iceland. Glacier hiking and witnessing the Northern Lights are high on my list—adventures that promise to be truly magical.

**What's your ultimate bucket list destination and why?**

Growing up in fast-paced Dubai, I've always longed for the serene, secluded islands of Fiji. It's the perfect escape from the hustle and bustle of everyday life. **BT**

