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■ Fighting fit ... Huia Hikaiti and Gareth Williams are a big hit at the Hub.

Powerful combination

GARETH Williams hopes his business venture will be a big hit.

The co-owner of Nathan business The Boxing Shop, Mr Williams said he and his partner Huia Hikaiti hoped to encourage people to try their hand at boxing.

"We want to change the public perception of what boxing is," he said.

"There is nothing else quite like it. It gives you strength, co-ordination, cardio, so much."

Offering a range of services, including personal

training and boxing tuition, Mr Williams said he and Ms Hikaiti also ran corporate training sessions.

He said they had run weekend retreats, organising everything from the food to activities.

"Huia is a life coach as well," Mr Williams said.

She also operates women-only boxing sessions, known as butterfly boxing.

Mr Williams said The Boxing Shop, launched in February, included a retail side, which sold everything boxers needed.

"It is pretty much aimed at the boxing community," he said.

"There's nothing else like us in Australia."

He hoped to encourage first-time boxers into The Boxing Shop studio, which is based at the Griffith University Nathan campus.

"Some people don't want to lift weights and want to do something a bit different," Mr Williams said.

■ Visit www.theboxingshop.com.au or phone 0401 836 824.