



PRESS RELEASE

Ribbon Cutting at Sage + Pine Collective in the Belleville Downtown District

Belleville, ON, May 2nd 2024 - Today Belleville delegates gathered at Sage + Pine Collective for their official ribbon cutting. Sage + Pine Collective opened its doors at 280 Front St in Belleville earlier in February of this year and has already made a name for themselves within the hair community! This beautiful sanctuary is proudly owned by Aleesha Reil, a local stylist now embarking on her own business journey! "I have continuously pushed the boundaries of creativity and skill, garnering recognition and respect from industry peers and luminaries alike. From participating in prestigious backstage engagements at Toronto Fashion Week, where I collaborated with top artists, to my role as a mentor to aspiring Artists, I aim to influence the hairstyling landscape."

Sage + Pine Collective is a destination where creatives from across the beauty industry come together to express their passion, talents and specialties. Their Artists provide each guest with a personalized service tailored to their unique style, personality, goals and lifestyle. With beauty being an ever evolving industry the learning never stops. Sage + Pine celebrates authenticity and individuality among our community, with a commitment to fostering a safe and brave environment for all. Aleesha emphasized "Over the past five years, I have dedicated myself to sharing my passion for hair through education, nurturing and empowering emerging talents. As I transition into the role of salon owner, I remain committed to fostering an environment of growth and opportunity for young Artists, guiding them towards their aspirations in an ever-evolving industry. I believe this new endeavor will continue to redefine the standards of hairstyling, Sage + Pine Collective promises to be a beacon of creativity, community, and inspiration for years to come."

"We are thrilled to welcome Sage + Pine Collective to our vibrant downtown community," says Danielle Hanoman, Executive Director with the Belleville Downtown District Improvement Area. "They are sure to enhance the beauty and charm of our beloved district. We look forward to the positive impact their presence will bring!"

On Thursday, May 2nd, Owner Aleesha Reil was joined by Mayor Ellis, MPP Todd Smith, Ingrid Moore on behalf of MP Ryan Williams, Dale Hoard from the Belleville Chamber of Commerce and Downtown District BIA Executive Director Danielle Hanoman for an official ribbon cutting and grand opening ceremony.

Attendees of the grand opening remarked on the atmosphere of the space, fresh and clean with a defined style. As the business continues to grow, Reil anticipates offering even more treatment and spa options, remarking "everyone will have to come back to our open house on June 22nd 2024 from 10am to 1pm, there you will be able to see updates, have some fun and enjoy local good food!"

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DOWNTOWN
18 DISTRICT 16
BELLEVILLE

To reserve an appointment visit their website at sageandpine.ca or call the salon at (613) 561-6802.
Instagram/TikTok - [sageandpine.collective](https://www.instagram.com/sageandpine.collective)
Facebook - Sage + Pine Collective

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