



PRESS RELEASE—FOR IMMEDIATE RELEASE

“The Salon” celebrates Grand Opening at Memorial Market Place in Downtown Belleville

Belleville, Ont., June 10, 2025 – After a decade of calling 180 Front St. home, The Salon celebrated their Grand Opening at their new location at 15 Market St. Unit 1 at the Memorial Market Place on June 10, 2025 in Downtown Belleville.

Owner Jenna Patane was thrilled to welcome the community into her meticulously designed and customized space to celebrate a fresh beginning in a revitalized downtown Belleville setting.

Belleville Mayor Neil Ellis, Councillors Barbara Enright-Miller, Margaret Seu and Garnet Thompson, Trisha Pretty on behalf of MPP Tyler Allsopp, Adrianna Christie on behalf of MP Chris Malette, Sandi Ramsay from the Belleville Chamber of Commerce and Danielle Hanoman, Executive Director of Belleville Downtown District DBIA were present at the ribbon-cutting.

“Finding a better work-life balance,” is the reason for the move, said Patane. “Life changes, and I just felt like I was at a point where it would actually be nicer to go back to just being a tenant and being able to go to work, open the door, focus on the business and my team.”

Patane has owned the business for ten years, and when it came time to choose a new location, Memorial Market Place was “on her radar from the beginning”. It offered historic charm, unique architectural features, and it’s only a block away from their old location.

“To move a business that's been established for so many years in one location, I think that it's nice that we’re staying so close,” Patane added.

The **DOWNTOWN** **18 DISTRICT 16**

In addition to their signature hair services, eyelash extensions, waxing and nail services, The Salon will introduce two new offerings to enhance the client experience: the Japanese Head Spa, and Red Light Therapy.

“We’re the only spot in Belleville offering both Japanese Head Spa—an up-and-coming trend—and Red Light Therapy,” said Patane. “We like to trailblaze here. We like to see what’s up-and-coming with hair trends, make-up, and education for the stylists.”

Patane also adds that the salon gives clients extra “treats” such as scalp massages, a coffee and snack bar, charging stations and comfortable seating. “We understand that sometimes they’re spending three or four hours here at a time,” she said.

The mezzanine lounge at the new location is ideal for clients multi-tasking while getting colouring done, or parents keeping an eye on kids’ haircuts below. Patane also meticulously planned and consulted with her stylists the lighting features, electrical outlets and flooring at the new location.

She is excited to have a sense of community at the Memorial Market Place with other local business owners. “I think the Memorial Market Place is going to be the hot spot for downtown Belleville in a couple of years.”

“We’re thrilled to see The Salon reinvest in our downtown core with this beautiful new space,” said Danielle Hanoman, Executive Director of the Belleville Downtown District BIA.

“Jenna’s commitment to innovation, quality, and client experience is exactly the kind of energy that keeps our district vibrant and growing. The Memorial Market Place is quickly becoming a hub for exciting, independent businesses—and The Salon is a perfect fit.”



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