



Press Release – Grand Opening

FOR IMMEDIATE RELEASE

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YouTube: <https://www.youtube.com/watch?v=Wh9gQbSihTI>

BILLY SULLO SALON + SPA CELEBRATES SECOND SALON WITH A GRAND OPENING EVENT

FORT LAUDERDALE, Florida – [Friday, April 28th, 2017] Billy Sullo, veteran master stylist of Fort Lauderdale and owner of Billy Sullo Salon on Oakland Park Blvd is proud to announce the grand opening of his second location, named Billy Sullo Salon + Spa located within the Ocean Manor Beach Resort at 4040 Galt Ocean Drive. The public is invited to the ballroom at the Ocean Manor Beach Resort for a celebration on Friday, April 28th, 2017 from 7:00pm to 12:00am. Food and refreshments will be served.

Guests will be entertained by surprise guests and live music. Attendees may register for a chance to win a champagne spa day pampering gift basket and complimentary salon services.

Billy Sullo, owner of Billy Sullo Salon, brings 40+ years of experience to the Galt Mile and a client list that includes celebrities such as Dan Marino, Brooke Shields, Morgan Fairchild and Madonna. The Oakland Park salon was voted the second best salon in the area by stylists and clients on WPLG Local10. Sullo prides himself on providing an uplifting experience for his clients, service, service, service and a fantastic team.

“I don’t do what’s trendy. I do what’s right for my clients.” He said when asked what makes them so loyal.

The salon will specialize in destination wedding hair and makeup services as well as haircuts and styling, hair coloring, highlights, facial and body waxing, massages, manicures, and pedicures as well as a wide selection of quality hair and nail care products.

“I’m thrilled to open my second salon on the beach,” says Sullo, “This has been a dream come true. It’s been my vision to provide high quality hair care and spa services to the visitors of our community as well as the residents of the Galt Ocean Mile area.”

The salon is open Tuesday through Sunday. To schedule an appointment please call (954) 635.2151

Billy Sullo Salon + Spa is dedicated to consistently providing high customer satisfaction by rendering excellent service, quality products, and furnishing an enjoyable

atmosphere at an acceptable price/value relationship. Serving the Fort Lauderdale Beach, Lauderdale by the Sea and Pompano area.

Billy began his career in the city of Boston, Massachusetts in 1973 after a brief bout as a boxer in the Italian neighborhood called the North End. After moving to South Florida with his mother shortly following, he opened his first salon, in a two story building on Oakland Park Blvd and Federal Highway. It was a proud moment for a kid from a tough neighborhood and soon it began receiving rave reviews.

Billy was inspired by his mentors, internationally recognized visionaries in fashion and beauty:

- Paul Mitchell who is credited for liberating women from hair rollers and the introduction of hair products featuring Hawaiian awapuhi ginger
- Horst Rechelbacher, the founder of the global brand, Aveda which is known for merging two previously divergent concepts - great products and green design for the welfare of the planet.
- Worldwide hairdressing icons, Rita and Irvine Rusk who won numerous hairdressing awards including the prestigious Hairdressing Journal International British Hairdresser of the Year in 1987 for Rita. She is also credited with developing the weaving scissor and the straightening iron.
- John Dellaria, a fellow Bostonian who developed the patented Pyrametrics Haircutting System which changed the way hair is cut to this day.

It was from this outstanding group of friends that Sullo attributes his artistic talent for his craft.

Note to editors: For additional information, photos or to schedule interviews, please contact Erin Mia Milchman, Marketing Director, at (954)232.0772 or erinmiamilchman@gmail.com

New Salon Video: <https://www.youtube.com/watch?v=l27tlkyiAoU>











*You are
Cordially Invited*

**GRAND OPENING
FESTIVITIES
BILLY SULLO SALON + SPA**

AT OCEAN MANOR BEACH RESORT

LIVE ENTERTAINMENT
MUSIC + COCKTAILS + BITES
RAFFLES + PRIZES



OCEAN MANOR
BEACH RESORT

7PM FRIDAY, APRIL 28TH
THE BALLROOM
4040 GALT OCEAN BLVD

billy sullo salon & spa