

SWEENY TODD'S

Beauty & Barber

NEWS RELEASE

January 30, 2018

Toronto hair salon celebrates its 40th year on Yonge Street *From perms to balayage, Sweeny Todd's Hair Design has been styling hair since 1978*

(TORONTO) On February 6, Sweeny Todd's Hair Design will celebrate its 40th anniversary. It plans to mark the occasion with a party taking place at the midtown salon the Friday beforehand, February 2. Considering the 2017 property tax hike that saw many Yonge St. businesses close, it's an impressive milestone.

"I've been incredibly lucky to have spent the last four decades doing what I love and sharing that passion with my clients and my staff," says David Lake, Sweeny Todd's owner. "Some of them have been with me for decades, and I've been through heartache, death, marriage and birth with them. I've watched their lives unfold. I'm grateful to them and to my wife, Irene, for all the joy they've brought me over the years."

Sweeny Todd's was originally located at the corner at Yonge and Davisville and moved to its current location one block further north in 1989. Some of Lake's clients have been with him from the beginning, when he used to style their shags and mullets, to now, when they bring their grandchildren for their first haircuts.

British-born, Lake developed an interest in hairstyling when accompanying his mother to her weekly salon appointments as a child. He began cutting hair at age 15 and knew then it was his calling. After working in his hometown of London, and then on a cruise, he immigrated to Toronto in 1975. He worked at the recently-closed House of Lords for three years before opening Sweeny Todd's. The name comes from his favourite pantomime, although it is now better known from the musical film *Sweeney Todd: The Demon Barber of Fleet Street*.

(more)

“I always knew this is what I wanted to do,” says Lake. “I love cutting hair and I love building relationships with people. Sweeny Todd’s has allowed me to do both for forty years now, and I hope to continue for as long as I can.”

The celebration will take place from 4 - 8p.m. on Friday, February 2 at the salon, located at 1978 Yonge St., north of Davisville. Complimentary food and drinks will be served and all are welcome to attend.

Sweeny Todd’s Hair Design is a full-service salon in midtown Toronto. Its staff members’ wit is as quick and as sharp as their scissors, and they are skilled at everything ranging from eyelash extensions to highlights. For more information visit www.sweenytodds.com.

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MEDIA CONTACT:

Kate Oyston
Sweeny Todd’s Hair Design
sweenytoddshair1978@gmail.com
416-562-1292
www.sweenytodds.com