

CASE STUDY

Suli Divine Hair & Beauty Spa



Suleica Devine, a long-term resident of Custom House, has overcome numerous challenges to pursue her dream of opening a beauty salon and spa in her community. As a single mother of three children dealing with various health issues, including Fibromyalgia, Osteoarthritis, and IBS, Suleica's determination and resilience have been evident throughout her journey.

Suleica initially trained as a chef in Spain and had a career in catering. Her family background, particularly the influence of her mother and oldest sister who were in the hairdressing industry, inspired her to pursue beauty courses and transition into the beauty and spa business.

Despite her health challenges, Suleica's dream of opening a business in Custom House faced setbacks due to the unavailability of commercial space, compounded by the challenges brought by the pandemic. However, in 2023, an opportunity arose when she learned about Units 29 and 31 Freemasons Road and applied through the Council's Regeneration Hub. Following a rigorous interview and viability assessments, she was selected as the next potential tenant, marking a significant milestone in her entrepreneurial journey.

During the negotiation of the Heads of Terms, Suleica took advantage of the Rebel Online Business School, which was recommended by Rej from the Council's Business & Enterprise team. The course not only provided valuable knowledge but also connected her with like-minded individuals who shared similar aspirations. Suleica's determination and vision for her business was evident as she expressed her desire to not only establish Suli Divine Hair & Beauty Spa but also to create opportunities for others in her community. She aims to provide training, create job opportunities, and contribute to the well-being of local residents.

Suleica's ambition extends to introducing the Dominican can-do culture and sharing the famous Dominican Blowout treatment at her salon. Her dedication to delivering a unique experience while uplifting her community demonstrates her passion for empowering others and promoting well-being.

Suleica's journey is a testament to her strength, determination, and commitment to transforming her dreams into reality. The opening of Suli Divine Beauty and Spa is not just about entrepreneurship but also about empowering others and making a positive impact on the community.

Suleica's journey serves as an inspiration to individuals facing challenges and highlights the power of resilience and determination in pursuing one's dreams by accessing the right support along the way and challenging things where needed.

“I want to say a big THANK YOU to Rej (Business & Enterprise Team) for his wonderful support from day one, Bob (Expert Business Advisor) for his fantastic advice, Mr David Tullis (Property Team), Ed (Regeneration Manager) but especially to my local councillor Sara Ruiz for the fight by my side to make this possible, and can't forget my friends, mum & my kids for believing in me. I'm looking forward to welcoming you to my shop and being sure that I will do it with a big smile.”



If you'd like to support Suleica's business, please feel free to reach out for further details.

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