

# Leons: Rooted in History

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*Written & Photos by Jaime-Lynn Dyck*



Leon's has long been a familiar name in Canadian homes, and the Brandon location is no exception. With deep Canadian roots and a strong local presence, Leon's Brandon continues to evolve while staying grounded in the values that have defined the brand for generations. The store itself has been part of the community since 1995, and the building carries even more history, having served as a furniture store for more than 50 years. For many local families, it's a place tied to milestones; first apartments, growing families, and homes filled with memories.

In 2025, a new chapter began for Leon's Brandon when Jon Hill took over ownership of the business. Prior to that, Hill served many roles within the organization, including sales, sales manager and general manager, gaining hands-on experience and a deep understanding of both the day-to-day operations and the needs of local customers. With a strong background in sales and marketing, Hill brings a forward-thinking approach while maintaining the customer-first philosophy Leon's is known for. His leadership reflects a balance of innovation and tradition, ensuring the store continues to meet changing consumer expectations without losing its trusted identity.

Recent economic challenges have also shaped the furniture industry, particularly when tariffs came into effect, and consumers began noticing price increases firsthand. Rather than passing the full impact on to customers, Leon's responded by expanding its partnerships with additional Canadian manufacturers. By sourcing more products domestically, the company has been able to help offset rising costs while supporting Canadian-made furniture, an approach that aligns with its national roots and commitment to value.

The staff make you feel right at home the moment you walk into the store. They're encouraged to enjoy what they do, and that enthusiasm shines through, especially in their fun, quirky Facebook posts. Making them recognizable in the community creates a welcoming, relaxed atmosphere whenever you visit the showroom. Walking through the doors of Leon's Brandon, shoppers are greeted with a wide selection of customer favourites that balance comfort, functionality, and affordability. One standout is the Haven Dual Power Reclining Sectional, a popular choice for families and entertainers alike. With power



recliner seats and an adjustable power headrest, it delivers high-end comfort at a price point that remains accessible, making it one of the store's most sought-after pieces.

For those seeking something more tailored to their lifestyle, Leon's offers extensive customization through Decor-Rest, a Canadian furniture brand proudly made in Ontario. Decor-Rest allows customers to personalize nearly every aspect of their furniture, from fabric and configuration to size and functionality. Leon's Brandon enhances this experience with an in-store Sectional Builder, a hands-on design tool that lets customers mix and match individual pieces to create a layout that fits their space perfectly. It's a practical and creative way to ensure furniture works not just for a room, but for how people actually live in it.

With strong leadership, a commitment to Canadian manufacturing, and a long-standing presence in the community, Leon's Brandon continues to be more than just a furniture store; it's a trusted part of local life, adapting with the times while staying rooted in its history.



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