

## **Hollywood Actress Melita Morgan Opens Big Celebrity Event in Norfolk**

*Norfolk's Amber Models Red Carpet Celebrity Launch*

*East Anglia's Rising Stars Turn On The Style*

*Top Fashion Sponsors Move In*

February 11, 2008 (FPRC) -- Norfolk was host to one of the biggest showbiz events in our region to celebrate the achievements of Cromer Based promotion Agency, Amber Models UK. Top UK glamour models, fashion experts and recent Hollywood actresses gathered at Constantia Cottage Restaurant in East Runton to mark this extraordinary occasion.

Amber Models was founded a few years ago by Andreas Yiasimi, former front man of world music band 'The Constantia Brothers' "I had no idea that we would reach this favourable stage when I decided to start the agency off" explained Andreas "It was a desire to genuinely help artists and models in our area after realising there was a call for it, I'm delighted to be here today representing all these talented girls and boys. This alone is an achievement in itself that hopefully will push Norfolk in the forefront of a very tough industry"

The evening was a glamorous affair that had all the ingredients of a 'London Award Ceremony' complete with world press photographers and a film crew from Norwich School Of Art and Design. The students were given a golden opportunity to cover the major event when they approached Amber Models asking for an actress involving a project. "It was a pleasure to give this assignment to the boys" said Andreas "I have seen some of their work and I was very impressed. The people behind the scenes are just as important, we could be looking at future UK filmmakers here, it's all about giving people a chance if they deserve it"

The wind swept North Norfolk coast didn't dampen spirits and all the models turned on the style for the awaiting media. A spectacular display of ball-gowns and cocktail dresses graced the venues entrance and set the mood for the rest of the night. Security had to be tightened after the event was leaked in an article in the National Press so NG security from Norwich was drafted in to control the surrounding area three hours before the launch.

One of the first to arrive was Hollywood's new sweetheart Melita Morgan from Norwich that has just landed a leading role in a film directed by the great Harmony Korine titled 'Mister Lonely' Melita turned heads with a sexy dress sponsored by Love Couture of Norwich. "I'm here to support our up and coming models and actresses in Norfolk" said Melita "It's a wonderful thing to have a base right here on our doorstep, I'll be organising an open day in the New Year along side Amber Models where models can have a one on one chat with me about what they want to do"

Sunday Sports girl, Polly Guy, turned up the heat with a revealing dress sponsored by Babushka in Norwich. "It's fantastic to be a part of this launch" said Polly "It's unusual to have fashion models, Hollywood actresses and glamour girls all from one promotional outfit, it's about time the starchy stereotype image in modelling was smashed! I would love to try my hand in acting, perhaps as a

James Bond girl or to appear in one of our British soaps"

The evening wouldn't have been complete without Rebecca Richardson from North Walsham that clinched the prestigious Miss Norwich title this year. Rebecca surprised everyone by turning up with her crown and an amazing dress designed by her mother! "It's my privilege to be representing our region and Amber Models tonight" said Rebecca "It's every girls dream to win a major competition and I'm enjoying every minute of it. It's very important to make the most of something like this and I'm willing to share my title by advising other models that are thinking of entering a pageant competition" Miss Norwich has been sponsored by 'Love Couture' of Norwich and 'After Dusk' in Norfolk.

Hundreds of photographs and life size posters graced the walls at Constantia Cottage that reflected the hard work over the past months. Andreas's speech emphasised the importance of keeping ones feet on the ground and covered poignant subjects like drug and alcohol abuse "It's not all about glamour" said Andreas "People don't realise that it's hard work being a model or actress and the most important thing is keeping everything on a level. There are no promises in this industry but at least we are helping local girls and boys that perhaps wouldn't have had a look in otherwise. I have always liked a challenge and it's fantastic that we are achieving so much, not only for the models but for our beautiful region as a whole"

Projects for next year were announced, including an international photographic shoot involving 12 male models that will sport combat gear sponsored by the Kit Bag in East Runton. A Norfolk and Norwich fashion show is also on the cards. Music sign ups include Norfolk singer 'Julianne' and international Greek songbird, Leo Lemond.

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