

THE JOURNEY TO SUCCESS



“Best decision I ever made, I mean just look at my career!”

HOW AMBER GUILLEMET TOOK ON THE INDUSTRY WITH STYLE...

She started off by being a huge fan of DJ's. Her room would be filled with posters of Calvin Harris and Avicii, but her favourite out of all of them was the legendary Carl Cox. She had been a huge fan of him ever since she had went to his live Dance Valley concert in 2001.

Eventually, she decided to take it a step further and make some tracks of her own. She invested a lot of money, time and effort, using inspiration from her favourite songs as well as including ideas of her own. Once she had finally made a track which she was completely happy with, she released it to the world. However, she knew that to gain recognition would take time, so she waited, and for weeks and weeks she had gained nothing but online abuse and personal comments made about her, her family and her friends.

Amber's friends didn't want to be associated with her after being made a laughing stock for the world to see. Her family were ashamed that she had brought embarrassment, so as well as having no motivation, no friends and a very light grip on her sanity, she also had no home.

After weeks of sleeping on the streets of London, living off every penny she could get, something happened which changed her whole life forever. A crowd of bodyguards were being followed by a massive crowd of young people. But Amber couldn't get a glimpse of who it was they were guarding, until she saw a figure darting towards her. It was Carl Cox!

Carl had been reading all the backlash that had happened with Amber and her music, so he decided to listen to it. Ever since he pressed play he adored what she had created, he loved the effort and creativity put into it. He knew that he must find her, so he had his team look into where she lived, but her getting thrown out by her family had been made public by the people who knew her. He began searching for her near where she once lived.



“What a difference one moment can make”

After taking her under his wing, Carl publicly defended the disgraceful comments made towards her and her family and friends, and went on to be a feature in her next track that he personally helped her record in his bespoke studios. This turned Amber's career from a failure to a huge success.

With her youth, popularity and personality, Amber has potential to become one of the best female DJ's in this industry.