

STEPS TO STARDOM

-WITH AMBZ

"I WOULDN'T HAVE WANTED TO BE ON THIS JOURNEY WITH ANYONE ELSE," - AMBZ



GET PERSONAL WITH NEW EDM STAR AMBZ TO DISCOVER MORE ABOUT HER RISE TO FAME

LEARN ABOUT AMBZ'S LIFE FROM HER CHILDHOOD TO THE PRESENT DAY; FEATURING SOME QUESTIONS FOR YOU TO GET EVEN CLOSER. READ ABOUT THE 7 MAIN MILESTONES ON HER JOURNEY TO FAME.

WHEN SHE FIRST FOUND HER LOVE FOR MUSIC

Amber, who goes by the stage name "AMBZ", was 6 years old when her parents took her to a singing class and all the teachers there said they knew she would become a star; she had that quality that was rare to find and couldn't be taught. Amber was a performer from a very young age and this small singing passion morphed into a love for DJing when she was first learning how to use DJ decks at the age of 9. Her music was quickly blossoming and AMBZ knew as soon as she finished high school that she had to pursue this talent, and this would be her life forever.

WHEN SHE WAS DJING AT HER FIRST JOB IN A CLUB FROM 16

Amber decided to do a DJing course when she left school at 16, her music had already spread about her hometown in Brighton meaning her fanbase was starting to grow. A large, VIP nightclub named 'Star Club' offered a job to Amber of DJing every Friday and Saturday night and as a result, AMBZ's name was the talk of the town and started to bring in new customers. Her work schedule increased and she was playing 5 out of 7 nights a week in a flash; AMBZ was becoming something. In the club for two hours a night she could play her own EDM songs that she had produced and this worked very effectively for her publicity.

WHEN AMBZ WAS DISCOVERED BY A PRODUCER AND GOT SIGNED BY A RECORD DEAL

Whilst Amber was working at 'Star Club' there were often VIP nights where producers in the music industry would attend the club. One in particular took a liking to Amber's music style and sheer passion when stopping by on a tour for another client- this record label being Rough Trade (the number one record label in the UK). Rough Trade's A & R man, Shelby Thomas, gave AMBZ their card and that was it! From that moment forward AMBZ has been able to build a close relationship with her record label and become the star everyone knew she would be. "I wouldn't have wanted to be on this journey with anyone else," Amber said "They want the best for me and I trust they can get me into the world I dreamed about since I was young!"

WHEN HER FIRST SONG PLAYED ON THE RADIO

"My first single in 2019, "Goldrun", was played on the radio on March 6th and I couldn't believe what I was hearing, it was amazing" - was how AMBZ described the event. She called her family crying with joy and she said this was the moment it set in that she had really done it. She had made her wishes come true through all the hard work put in over the years. Amber carried on hearing her song all week long and she was determined to make more music for her growing fan base.

WHEN AMBZ WAS PUT NUMBER 1 ON BBC RADIO 1'S SOUND OF 2021

Amber was listed in the number one spot for BBC upcoming artists in 2020, this was huge! She had reached such a high point and never wanted to come down from this feeling of constant euphoria. AMBZ later played in BBC Radio 1's Big Weekend along with other world known EDM artists like Calvin Harris and Camelphat. AMBZ even got to meet them and speak in depth about their rise to fame and love for their passion of DJing and performing.

WHEN FOUR OF AMBZ'S SONGS FROM HER NEW ALBUM MADE IT TO THE TOP 20 IN WORLD CHARTS ON ITUNES

On June 1st 2021 AMBZ released an album called "Here We Are" and four out of the nine songs on it made the top 20 world charts. This is an incredible achievement and somewhat unheard of in the music industry; especially for EDM artists. After this amazing moment, Amber's instagram following increased to 19 million followers from 11 million, it really got her noticed to a larger audience and radios, podcasts and talk shows were chatting 'AMBZ' all over the globe.

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BY SCARLETT MAUGER

