

Beat: Lifestyle

## Hollywood Agency Snaps Aussie Photographer

### Merritt focused on Success

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**Satellite Agency Inc** - Beverly Hills President Joey Sulfaro has now partnered with renowned award winning celebrity photographer Robbie Merritt to bring 'exclusivity' to a whole new level. "Merritt is an inspirational and passionate individual with vision beyond expectations 'Old School' and on point", said Sulfaro.

The Satellite Agency Inc. is a bespoke, client-focused agency whose definitive goal is achieving exceptional results for its clients. Clients have sought out The Satellite Agency to provide Celebrity Management, Image Brand Consulting, Publicity, Culinary Concept Management and World Brand Management services. President and founder; Joey Sulfaro, is entrepreneurial and savvy in his vision and constantly delivers unsurpassed results for his clients. Joey's extensive international experience successfully managing multiple situations and requests has earned him noteworthy worldwide accolades. The Satellite Agency provides services to A-list Celebrities, TV Presenters, TV Writers, Actors, Motion Picture Services, Film Development, Original Movie Concept Development, Global Sports Management, Models, Sports Media, TV Chefs, Pro Football Players, Poker Players, Sports Endorsements, Celebrity Presenters, Recording Artists, Athlete Promotions, Celebrity Stylists, Celebrity World Brands, Culinary Concepts, Signature Restaurant Developments and Luxury Concept Brands.

Sulfaro has worked with luminaries such as Jennifer Lopez, Janet Jackson, Heidi Klum, Tyra Banks, 3 Michelin Chef Heinz Beck, La Toya Jackson, Jon Voight, Cate Blanchett, John Travolta, Geoffrey Rush, Simon Baker, Jacqueline Bissett, Monica Potter, Quinton Aaron, Vic Stagliano, Robert Penfold, Sam Rubin, Jesse Metcalfe, Nicolette Sheridan, Paula Abdul, Daveigh Chase, Terri Hatcher, Anthony Michael Hall, Chef JP Seidel, Mayoral Candidate Tim Gamble, Chef Jason Roberts, Chloe Butler, GK Reid, Chef John Lanzafame, Brittany Murphy, Chef Sarah French, Chef Dominique Rizzo, Artists Kelis and Nelly Furtado just to name a few. In addition to providing services to Celebrities, The Satellite Agency successfully utilises a variety of business communications and networks through various channels via, print, web, radio, media, television and motion picture to deliver its' client's message. Worldwide print media, newspapers and magazines include US Weekly, The New York Times, Wall Street Journal, Hollywood Reporter, GQ, Hollywood Life Magazine, Star Magazine, USA Today, Zagat, Trip Advisor, Daily Telegraph, Daily Mail UK, Sydney Morning Herald, Prodigee Magazine, The Huffington Post, The Bulletin, TV Soap Weekly, Courier Mail, Daily Sun UK, Daily Mirror UK, Mail Online UK, London Evening Standard, The Telegraph UK, Billboard Magazine, French Provincial Magazine, Cricket Life Magazine, Maxim Magazine, Entertainment Weekly, Luxury Travel Magazine, The Australian, Gourmet Traveler, Vogue Living, Elite Traveler, Good Living, Food Service and Vacations & Travel Magazine just to name a few. " Finding Merritt is a blessing to our industry as we have so many common clients who have over the years acknowledged Merritt's edginess is daringly innovative, creative and beyond his peers. Move over Meeno Peluce, Markus Klinco and Mario Testino , Merritt is now the most talked about name with our 'A-List' Celebrities", said Sulfaro who has Merritt booked for several days in Sydney already to shoot some cutting edge fashion images for several 'Paris Fashion Magazines'.

Merritt is one of Australia's most renowned portrait and celebrity fashion photographers nominated the "First Official Photographer to World Fashion Week (WFW) Paris' in 2013. Merritt was acknowledged by WFW for his outstanding contribution and lifetime achievements, dedicated to the advancement of the arts and sciences of fashion to further creative leadership, artistic, technical and social achievement within the global fashion industry. His confronting exhibition of over 100 Australian "Cancer Survivors' in the "You Are Beautiful' in 2013 skyrocketed his humanitarian status, and he was nominated "Australian of the Year in 2014'. Published of late in over 300 global magazines and newspapers in 10 languages, in over 30 countries, he is also the founding member of "The Horn of Africa Relief Organisation'.

Merritt's impressive list of clients include politicians, actors, models and high profile fashion labels from all over the world. Merritt has actively followed his love for fashion adopting the ethos "Fashion for Life"<sup>[?]</sup>. Fashion can be used as a very powerful tool to combat poverty in many countries through responsible development of sustainable infrastructure within the textile industry. This year Merritt was made official photographer to the United States Global Goals Australia Campaign and will work closely with many of our Hollywood 'A-List' Celebrities. "As an award winning photographer Robbie Merritt is a true master of the lens and we look forward to many creative shoots together," said Sulfaro.

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