



by Jackie Perrone

Ericka DeAbreu

Ericka DeAbreu comes up with the phrase she thinks describes her to a T: “Southern belle with a city-girl twist!” Deeply devoted to her career as a talent agent, she is proud of her small-town Lexington background, along with her success in the fashion and entertainment industries. Together, they have brought her down a starry path doing what she loves: staying on top of today’s fashion trends, while guiding aspiring young talent toward their own careers in modeling and acting.

“I love Lexington, everything about it,” she says. “Born here, grew up here, some of the happiest years of my life were spent at Lexington High School. I remember plenty of fun along with good education, tons of friends and good times, as well as working on the yearbook staff where I learned a lot of team building skills that eventually helped me put together a great team at DeAbreu Modeling.”

Ericka parlayed her enthusiasm for life into a fast-track career as a fashion model, a career that began at the age of seventeen in New York City. “In high fashion they think of 5’10” as the absolute height minimum for a runway model. After seeing my abilities in my audi-

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tions, I was able to convince people that even though I’m only 5’8”, I could deliver what they needed and so they took a chance on me.” She went on to walk for numerous designers, including but not limited to: Viga Spiga, Twinkle, Stella McCartney, and Keanan Duffy.

After enjoying success as a working model, at the age of 23 Ericka decided she wanted to launch DeAbreu Modeling Consulting in 2001 as a way to help aspiring local models and actors by giving them the tools necessary to make it in the industry. The rest is history and the agency has flourished. She has helped countless locals from the greater Columbia area land contracts with larger market agencies in Los Angeles, New York City, Atlanta and more. She discovered Coy Stewart who is now on the television series “Agents of S.H.I.E.L.D.” as well as Desiree Ross who is starring on the OWN Network’s “Greenleaf.”

A large part of Ericka’s mantra centers on self-confidence. Through her training, she equips her talent with the confidence that allows them to audition for agents and casting directors in larger markets with their heads held high, knowing that they belong there. Being adaptable helps, too, along with enthusiasm for your goals. “This is the purpose in my life,” she says.

In addition to training local children and adults in modeling and acting, she hosts charity fashion shows benefitting such causes as Autism Awareness, Breast Cancer Awareness, and Kids Cancer Research. This Lexington girl also loves spending time with her beautiful family, exercising, and traveling when she isn’t hard at work. ■

