



Launch Planned for Model Agency



Montecito Aesthetic Institute, which provides medical and non-medical beauty treatments, is hosting the launch party of Hello Gorgeous Models, a South Coast-based, licensed model and talent agency from 7 to 9 p.m. Sept. 20 at 1150 H. Coast Village Road.

Martinis, champagne and live performances will be featured. Cocktail attire is required.

Hello Gorgeous Models is owned and managed by Shannon Loar-Coté, who also has a beauty company called Blush & Lashes. She works behind the camera as a make-up artist, lash extensionist, and specializes in art direction and photo styling. Hello Gorgeous Models is located inside of Montecito Aesthetic Institute along with Loar-Coté's Blush & Lashes business.

"My models are like an extended family," said Loar-Coté. "Their success is my success."

A former international model and actress, whose work has been on the covers of magazines worldwide and on the South Coast, Loar-Coté's said she found a strong need for a formal agency in Santa Barbara.

"So many local businesses are stuck with having to seek talent from Los Angeles and end up having to pay additional costs for them to travel here to work," she said. "Now, our businesses have access to beautiful, local talent without the added costs."

Loar-Coté has been producing and directing fashion shows and art events for the past five years in Santa Barbara. She said opening a talent agency was a natural progression since most of the talent she works with is now part of the Hello Gorgeous Models roster.