

HIP Video Promo Presents: Amarachi premieres brand new music 'Earth Is Ghetto' on Music-News.com

Amarachi's Latest Release "Earth Is Ghetto" Embraces Vulnerability in a World Seeking Connection

HOUSTON, TX, UNITED STATES, May 21, 2025 /EINPresswire.com/ -- Amarachi thrives in the spotlight. Destined for the stage and the studio, she's a dynamic beacon of authentic positivity in a world that needs it now more than ever. Originally from Nigeria, she moved to the US at age 9, adapting to a brand-new life in Kansas, then later in the suburbs of Houston, TX. Her competitive spirit drives her to excel in every area of her life—athletic, creative, or otherwise. An early interest in modeling led her to the Big Apple, determined to make her mark in New York's notoriously tough fashion scene.



Though it didn't unfold exactly as planned, Amarachi's unshakable resolve is one of her defining traits. She remains undaunted by failure—something that sidelines even the most passionate creatives—and refuses to compromise her identity to fit anyone else's mold. Music was always in the background, but her karaoke performances gave her the confidence to pursue it seriously. Guided by spirituality and a wealth of lived experience, Amarachi channels the raw moments of everyday life, the roads that everyone travels, into fearless, relatable anthems. Now diving headfirst into her musical journey, she knows the time is right, embracing this new, bold chapter with a full heart and clear vision.

As a natural listener and keen social observer, Amarachi noticed the people around her struggling with their mental health—friends beaten down on their quest to push through pain. Deeply empathetic with their stories, having faced her fair share of adversity both personally and creatively, she channeled those struggles into a resonant anthem that perfectly captures a

feeling many know all too well: when the darkness creeps in and emotions bottle up, when one's presence feels like an intrusion, and when the outside world feels more like an illusion than real life. Collaborating with the hungry and talented brothers Mike and Nick Squillante felt like a "breath of fresh air" for Amarachi, resulting in this winsome, fresh take on perseverance. The stripped-back instrumentation lets her soulful, full-hearted vocals soar, as she calls out, desperately, for a savior to scoop her up and whisk her away from chaos. True to her spiritual roots, subtle hints suggest that this "guardian angel" could be a higher power, yet she leaves space for listeners to envision the saviors of their own story. For those still waiting on a getaway car that hasn't quite arrived, those quietly sending out an SOS, Amarachi offers a comforting reminder: "You're not alone." Not everyone wants to pull themselves up by their bootstraps—and that's okay.



What better way to showcase Earth's depravity than to leave it altogether? Amarachi's debut music video is another breath of fresh air, inviting viewers into a wonderfully crafted expedition through distant alternate universes. Her exuberant make-up artist preps her for battle with a full beat, sending her into the warzone with a bright smile and a pep talk. Thrust into a series of dystopian and fantastical landscapes—drawing inspiration from pop culture staples like Star Wars, Tomb Raider, and more—Amarachi valiantly fights off an enemy that takes many forms: creepy monsters, lightsaber-wielding foes, and fire-spitting dragons. Her courage shines through every frame. With her cheerleader, her guardian angel, by her side, there's no monster too frightening and no opponent too formidable to conquer. Fighting internal battles—the invisible forces that seize hold of one's life—can feel as daunting as slaying a dragon. But Amarachi is a ray of hope for those fighting battles daily. And with a short film on the horizon, she's only just getting started.

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