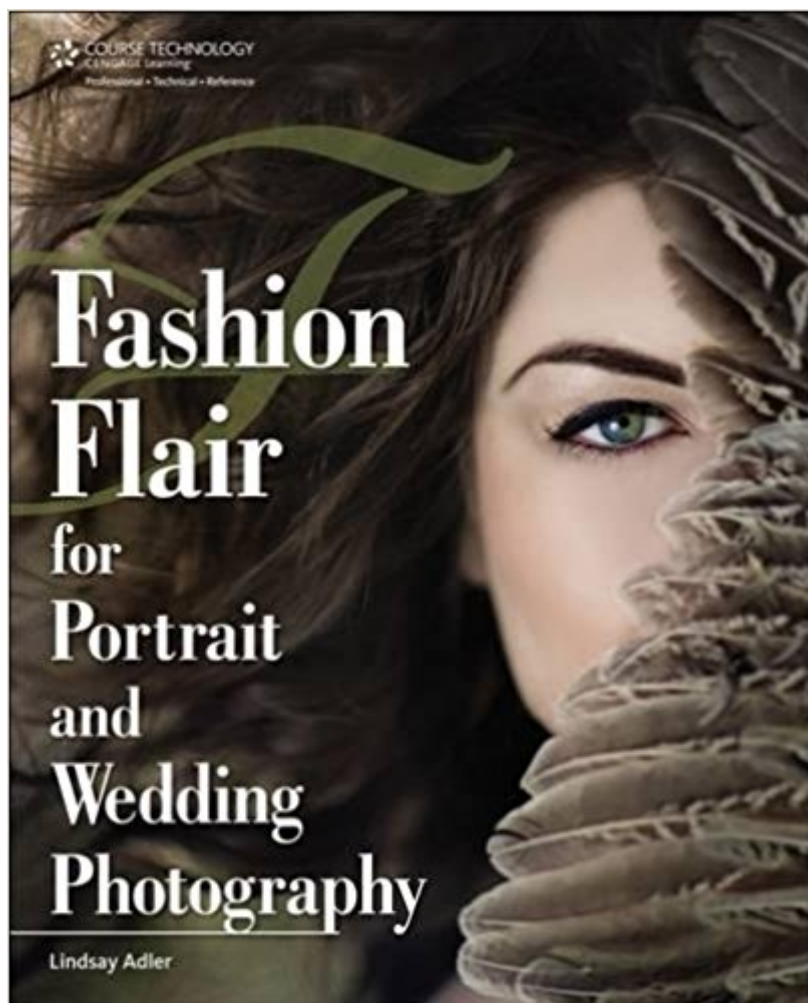




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# Fashion Flair For Portrait And Wedding Photography



## Synopsis

Fashion Flair for Portrait and Wedding Photography teaches photographers how to take the concepts of fashion photography (including preparation, styling, props, lighting, posing and post-processing) and apply these techniques to their portrait and wedding photography. By adding fashion flair to their work, photographers can distinguish themselves from their competition and demand a higher price for their images and creativity. Fashion photographers use preparation, styling, props, lighting, posing and post-processing techniques to achieve the desired visual effects in their high-end shoots. Yet these very same techniques can be applied to the images of portrait and wedding photography to create outstanding work that will differentiate a photographer from the competition. Clients want to feel like they are models, and live in a fantasy and this book will help them feel edgy, striking and high-end through a unique approach to their portraits. This book is not about becoming a fashion photographer - it is about using fashion photography techniques for successful portrait and wedding photography.    Bonus Photographs (Click for larger image)

## Book Information

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## Customer Reviews

Introduction: Why Fashion Flair? PART I: ESSENTIAL CONCEPTS OF FASHION FLAIR. 1. Preparation: 2. Location. 3. Styling. 4. Props. 5. Posing. 6. Equipment. PART II: SHOOTING TECHNIQUES. 7. In Camera Techniques. 8. Lensbaby. 9. Experimenting. PART II: LIGHT. 10. Analyze the Light. 11. Natural Light. 12. Studio Lighting. 13. Flash, Studio on Location. PART III: AFTER THE SHOOT. 14. Post-Processing. PART IV: FASHION FLAIR BUSINESS PRACTICES.

## 15. Business Practices.

Lindsay Adler is a professional portrait and fashion photographer. She is passionate about photography and enjoys creating surreal fashion editorials that allow her to take her dreams and fantasies and turn them into beautiful realities. Lindsay spends the majority of her time working on fashion editorials, running a portrait studio, and writing articles for a variety of publications. She is a regular contributor to "Popular Photography," "Shutterbug Magazine" and "Apogee Photo." Lindsay also teaches photography workshops and lectures at professional photography organizations, photo conferences and other international photo events. She has photographed in more than two dozen countries. Over the years, Lindsay has received many awards for her photography including Hearst awards for photojournalism and College Photographer of the Year awards for her fashion work. She has received honors or scholarships from the North American Nature Photography Association (NANPA), New York Women in Communications (NYWIC), and Syracuse University where she received her college degree.

Just received this book a couple of days ago and already completed a first pass read of it. It was hard to put it down, she has so much good information on adding a fashion twist to your photography. I have always viewed my photography in a similar manor and tried to approach weddings and seniors from a fashion model perspective. However, this book offers a lot of great tips and suggestions to really make your photographs have that feel to them. Like many, I struggle for creativity at times and my first pass through this book has re-inspired me with new ideas and really moved my thinking "outside of the box" so to speak. It just made me want to grab my gear, find a willing model, and create fantastic images! I like how she really puts the emphasis of the book on the photo creating aspect and not so much on equipment. Sure, there are chapters on cameras, lenses and lighting equipment but just enough to guide you and it doesn't overpower the real point of the book. She provides a lot of insight on the process itself from finding models, locations, and props to interacting with the clients, choosing the right backgrounds (and apertures). It also covers the post-production workflow in Lightroom, etc. It was a pleasant surprise to see how big this book really was and how much information was in it. So many books these days are produced in a hurry and end up weak in subject, but certainly not here as you will get a lot for your money. I can sense that this is her passion and appreciate her openness in sharing how she has succeeded at this craft in a sincere effort to help those like me advance in our photographic skills.

This is the best book I have read so far regarding running my photography business. At first I couldn't see how I could possibly use any of the information given in the first few chapters, but as I digested the material I found myself doing things outside the box and creating opportunities where before I couldn't see them. I used almost all the information in this book, and keep it on my desk for reference. It's definitely aimed at someone who is very familiar with the camera, and has some business background. It does not teach you the basics (thankfully), and gives you realistic ideas and concepts you can use to help distinguish and build your business. It's very well written as well.

This is an excellent read material. Good instructional and consulting material. I like so much examples and illustrating pictures, setups and author comments or tips. Is a good text to informative and reference option. Is very simple and colloquial. In this book is necessary to know basic photography terms and know about equipment gear. The chapters are example illustrated and easy to setup to get ready. Is not necessary experiment equipment or extraordinary effort to complete. There is advance techniques to develop with simple gear. I think is more a general Portrait photos material than wedding material. In general is an excellent option to get in your library.

The book is too broad and too vague. It does at a good job of covering things that should be considered, but it does not dive into detail about them. One or two paragraphs to cover each consideration is not enough. This book is for the beginner who has little to no experience working with models in general. But, for someone with some portrait experience, the book may lack the knowledge that you seek. Lindsay Adler has great videos and tutorials, but she is not as detailed in this book.

I am what the industry calls a "prosumer" meaning that I'm somewhere between a consumer and professional when it comes to photography. This book was PERFECT for me. The author's efforts to take high-concept fashion photography techniques and translate them to more traditional (i.e. wedding and portrait) photo assignment pay off magnificently. Her ideas are well described and the perfect balance of technical and philosophical content is struck in communicating to the reader. It is easy-to-read yet full of valuable content and I recommend it to another who is, like me, between entry-level consumer and professional. Definitely not for the pocket-camera photographer, but anywhere from intermediate skill level and up will learn something and be inspired by this truly great addition to the pantheon of 'how to take better photos' books and authors.

Fashion Flair for Portrait and Wedding Photography is the kind of book that any serious photographer should read to advance in his/her career. During this journey to the world of Fashion Flair the reader learns the secrets of this trade. From the most basic concept regarding the image-making process up to the marketing strategy, nothing is left without comprehensive explanation. A final warning: after reading this book, there will be no more excuses for delivering less-than-perfect images to your clients.

I recommend this to all newbie photographers who want to create great images for their client while including fashion flair. This book improves the technique and mastering in photography and making you, the photographer, different from other photographers.

This book provides an interesting and well written review of fashion flair photography. It is not terribly in depth making it suitable for all levels of skill and ability. There are some excellent references within that will surely help steer photographers to the needed resources to pursue fashion photography.

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