

PREPARING FOR YOUR PHOTO SHOOT



Advice and Tips for a Great Shoot



APPEAL PHOTOGRAPHY
A BOUTIQUE BOUDOIR AND FINE ART PHOTOGRAPHY STUDIO



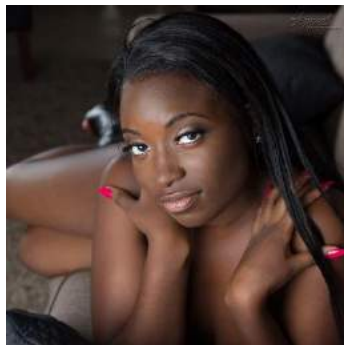
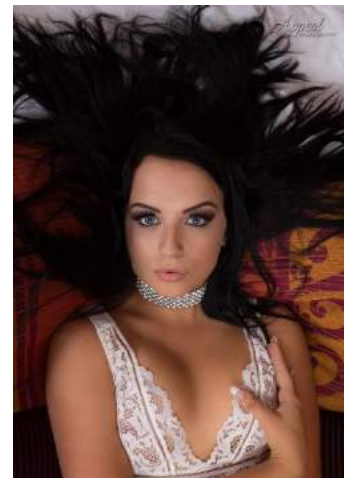


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Dear Client,

We're delighted to welcome you as a client and look forward to a wonderful photo shoot!

We've designed this guide to help you prepare for your shoot and hope you find it helpful. If you're like the vast majority of our clients, you've never done a boudoir photo shoot before and may have a few butterflies. If that's the case, don't worry! We'll guide you through the process, step-by-step. As you can see in our reviews, our clients ultimately enjoy their shoot and emerge feeling beautiful and empowered.



Every photo shoot we do is unique, tailored to each client's needs and designed to capture her uniqueness while emphasizing her beauty. Most important, it's a collaboration and we welcome your ideas and creative energies in the process.

Thanks so much for choosing Appeal Photography. We look forward to working with you!

A handwritten signature in black ink, appearing to read 'David Guggenheim'.

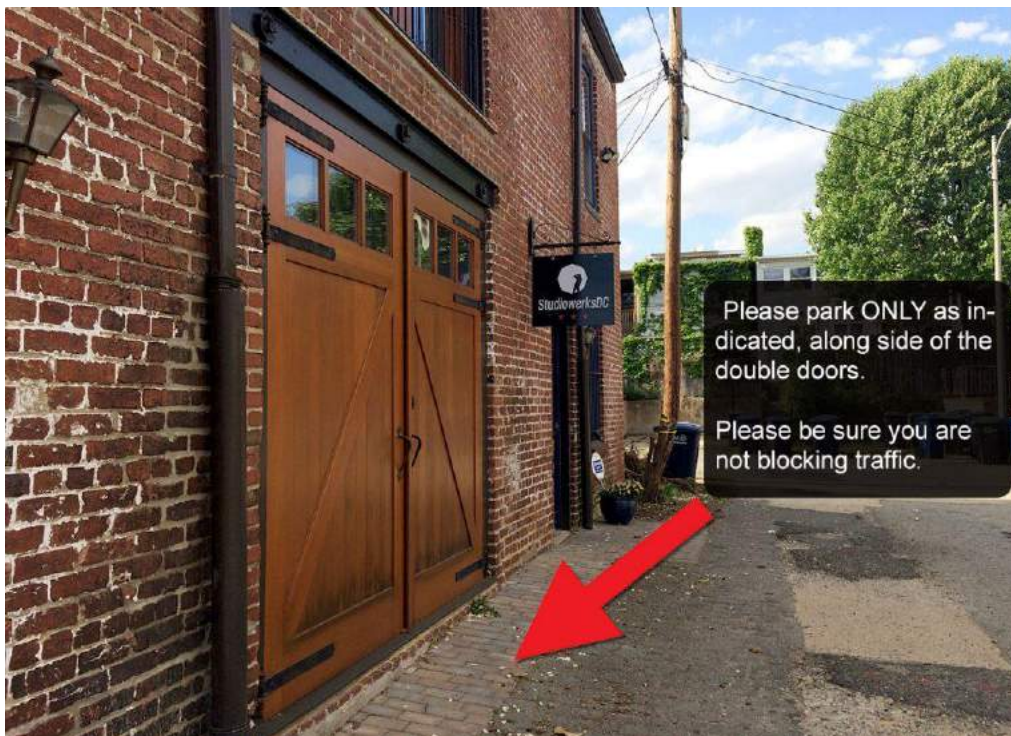
David Guggenheim
Founder & Lead Photographer

Studio Arrival

Studio Location and Directions

If you'll be shooting at our studio, please note that our studio address is different from our office address!

Our studio is nestled in a lovely residential Capitol Hill neighborhood. It's Metro-convenient, a 5-minute walk from Eastern Market Metro on the Blue/Orange/Silver lines, located at **415B Walker Ct SE, Washington, DC 20003**. (Walker Court is an official DC road, but it's essentially an alleyway. Look for the "StudioWerksDC sign and the wooden carriage doors, pictured below.) Free parking is available directly in front of the wooden carriage doors. Please park parallel to the doors and do not block traffic.



If we're shooting at another location (outdoors, hotel, etc.) we'll send you directions by email.

Don't Be Late...or Too Early.

Please arrive on time for your appointment. Also, please do not arrive too early as we may be finishing an earlier shoot or may be enroute to the studio ourselves from our offices across town. Arriving 5-10 minutes early is fine. If you're lost or have questions en route, feel free to give us a call at: **(202) 930-2299**.

When You Arrive

You'll be greeted with a smile by your photographer. Our makeup artist and/or hairstylist will also be on hand to greet you if you requested their services. Our photographers typically work alone but may occasionally have an assistant or trainee on site.

If you are doing your own makeup you are welcome to use our well-lit makeup station. We'll have a table ready for you to lay out your wardrobe and we'll discuss choices and finalize the plan for your shoot. Our restroom can be used as a changing area.



The Studio's Makeup Station

What to Bring

- Wardrobe changes (see *Wardrobe* below)
- A robe (for between shot setups)
- Makeup and styling materials (we do not have any on site unless you requested a makeup artist)
- Non-oil moisturizer
- A few "inspiration shots," i.e., examples of the types of shots and poses you're interested in. If you can, it's best to send these in advance of your shoot using this page: <http://www.appealphotography.com/sample-images/>
- It's best to keep your wardrobe and jewelry simple as they can serve as they can get in the way and/or be a distraction.
- Your favorite playlist. If you've got some music to model by, bring it along! We can plug your phone or tablet into our stereo system with a regular headphone jack.
- Water, snacks, etc. Sorry, but we usually don't have snacks or beverages available, so you'll need to bring your own. We encourage you to bring a water bottle and to stay hydrated. The studio has a small refrigerator, microwave and sink.

What Not to Bring

We don't encourage your bringing friends/family to the shoot as it can be distracting and make you self-conscious. We don't allow boyfriends/husbands to be present during the shoot for this

reason. If you're more comfortable, it's OK to bring a female friend with you...just let us know in advance.

Wardrobe

Please bring your own wardrobe. We do not provide wardrobe as what you wear is a very personal choice and it's important that it fits you well. Your wardrobe should express who you are and we encourage you to dress how you feel sexiest. Your choice of wardrobe depends upon you and the type of shoot you are posing for. In the end, remember that the point of the shoot is to feature *you*, not what you're wearing. If you're doing a shoot as a gift for your significant other, you might want to bring an article of his/her clothing to wear or one of yours that's one of his/her favorites.

To save time in the studio, please remove all visible tags from your clothing. Check the bottoms of your shoes, which can be visible in boudoir shots.

Traditional Boudoir

In boudoir photography, the subject is photographed in suggestive, sensual poses, usually in a home setting, such as a bedroom or living room, partially dressed, in lingerie or nude. Lighting tends to be natural and is generally softer and less brilliant than in glamour/pin-up photography. Boudoir photography emphasizes the aesthetic qualities and artistic craft of the photograph, as opposed to other forms of purely erotic imagery.

Traditional boudoir is predominantly about lingerie and revealing clothing and sexy accessories. You may consider:

- Plain white tank top and white panties
- Matching lacy bra and panty set
- Well-fitting jeans
- High boots, classic stilettos or sandals with straps/laces
- Fishnet stockings, garter¹
- Negligee, sheer nightie
- Plain boy shorts matched with a baby-tee
- Sensual fabric to drape a nude body



¹ Garters can be incredibly sexy and we love to photograph them. However, they can be maddeningly difficult and time-consuming to put on. If you've just purchased a set of garters, we strongly encourage you to practice first!

For boudoir photography we encourage basic, muted colors (black, white, deep red). Brighter colors don't usually work as well in traditional boudoir and are more appropriate for glamour/pin-up photography (below).

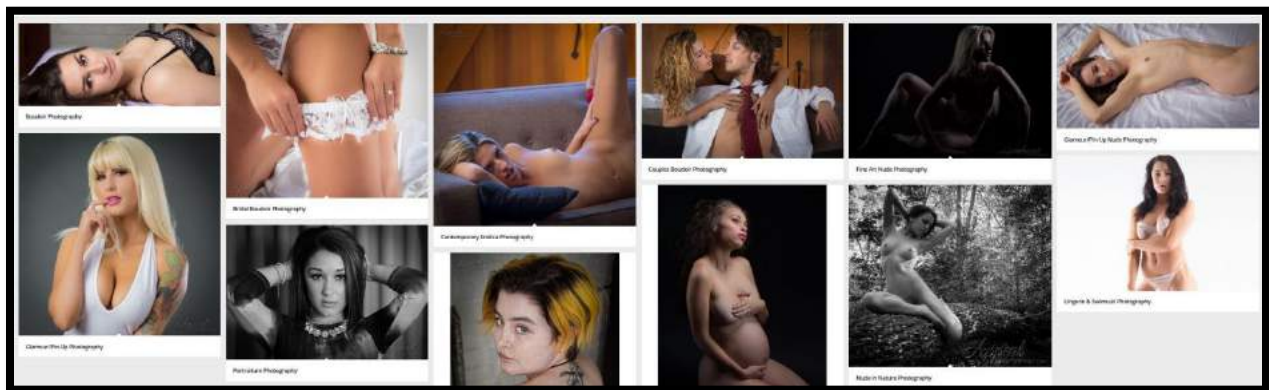
Glamour/Pin-Up

A glamour photo shoot is designed to bring out a model's alluring beauty, charm and sex appeal. Glamour photos are typically brightly colored, captured in bright lighting and enhance the natural beauty of the model in a range of outfits, from fully clothed runway-style shoots to more revealing outfits or nude. For wardrobe you may consider:

- Swimwear, bikini
- Simple dresses, including a "little black dress"
- Lingerie (more brightly colored is appropriate here)
- Workout gear
- Tank top and panties
- Well-fitting jeans
- High boots, classic stilettos or sandals with straps/laces
- Fishnet stockings, negligees, sheer nighties
- Plain boy shorts matched with a baby-tee
- Sensual fabric to drape a nude body
- Costumes (cosplay, superhero, etc.)



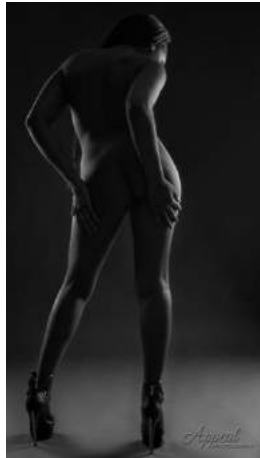
A pin-up shot of June in her very first photo shoot!



See Our Portfolio: <http://www.appealphotography.com/portfolio/>

Fine Art Nude

Fine art nude photography is a genre of fine art photography which depicts the nude human body with an emphasis on form, composition, emotional content, and other aesthetic qualities. Erotic interest, although often present, is secondary to artistic considerations. In a typical fine art nude photography session, the model is photographed in a variety of unusual poses under unconventional lighting conditions in the studio.



As the name implies, most fine art nude photography requires no wardrobe at all. The unusual lighting angles create beautiful effects on the body, highlighting its musculature and curves. It's not imperative that you're nude for this type of photography, but if you decide to wear something we suggest it be minimal, such as a low-profile bra, thong, etc. Also, as most fine art photography uses a dark or black background, we suggest black or dark-colored garments.



Specialty Shoots

For our specialty shoots you may want to consider some additional items to bring:

- **Bridal Boudoir:** Bridal veil, corset, white thigh-high stockings, garter, etc. (We have veils and a corset available for your use.)
- **Contemporary Erotica:** Fetish-oriented wardrobe and accessories, BDSM items (restraints, ropes), etc. (We have some wardrobe and light restraints available for your use.)
- **Alternative Modeling:** Jewelry options for piercings, hair extensions/wigs for alternative colorations. If doing a "hopeful set" for Suicide Girls™ you may want to bring some personal items that reflect you and your personality to put a personal touch on the shoot.
- **Outdoor "Nude in Nature":** Coverup (robe, sweats), hiking boots, sunscreen, insect repellent, water, snacks.



Where to Buy Lingerie

We are often asked by our clients to recommend sources of lingerie and other intimate wear for boudoir photo shoots. We are pleased to recommend the following intimate wear providers in the Greater Washington DC area. Each of these providers has strong customer ratings and reviews and has positive feedback from our clients.

A quality lingerie boutique will help you find items that fit. And they'll work with you to find items that you absolutely love wearing. You'll feel great and more confident. We encourage you to shop for your lingerie at these highly-regarding locations and please let them know you were referred by Appeal Photography!



Le Bustiere is a fresh European inspired lingerie boutique offering diverse brands, styles and sizes. We are passionate about comfort and fit without compromising on fashion forward styles. Hard to fit sizes is our specialty. We have a wide range of sizes. All fittings are personalized to our clients needs and are performed by professional certified fitters and stylists.

If you are looking for functional bras, fine Parisian lingerie, swimwear, corsets, hosiery and loungewear Le Bustiere Boutique is the place for you. Our certified fitters are on staff seven days a week to assist you. We also have many bridal under garments such as corsets and strapless bras. Please visit our website www.lebustiere.com or call 202-745-8080 to schedule a bra fitting, or lingerie styling it will change your life.

Le Bustiere

Address: 1744 Columbia Rd NW #2
Washington DC 20009
Phone: (202) 745-8080
Website: www.lebustiere.com

Business Hours:
Monday: 12:00 PM to 7:30 PM
Tuesday-Saturday: 11:00 AM to 8:30 PM
Sunday: 12:00 PM to 6:00 PM



A woman-owned lingerie store in the Washington, DC area with forty years of experience, Sylene is synonymous with the best in intimate apparel. Sylene specializes in the finest designer lingerie, bras, panties, swimwear, sleepwear, post-surgical items, accessories, and gifts. We are fit experts, known for personal, individualized attention, and are here to guide you, whether it's your first bra, a wedding trousseau, vacation swimsuit, nursing bra, or mastectomy prosthesis. We guarantee you the perfect fit. We take pride in our quality, selection, and personal service, and you can be assured that your satisfaction is our number one priority. A woman's intimate apparel wardrobe is as unique as she is, and we believe every woman can experience the special pleasure of style, beauty and a great fit. For more information, please email us at info@sylene.com or visit us at our intimate apparel store in Washington D.C.

Sylene

Address: 4407 S. Park Avenue, Chevy Chase, Maryland 20815
Phone: (301) 654-4200 | (877) 953-6332
Website: www.sylene.com

Business Hours:
Monday-Saturday: 10:00 AM - 6:00 PM
Sunday: 12:00 PM - 5:00 PM
Closed Sundays in August



Established over 75 years ago in 1939, Rigby & Peller was founded in London by two female corsetieres Bertha Rigby and Gita Peller. Today there are now over 30 Rigby & Peller stores in prime locations. Getting the fit right in lingerie is very important. But it doesn't stop there. At Rigby & Peller we know that every woman is different, with different bodies, tastes and lifestyles. Our Lingerie Stylists, who are trained for 3 months to expertly fit and style each client, will not only ensure you leave one of our boutiques with lingerie that fits to perfection, but work with you to find your perfect piece which suits your shape, colourings and lifestyle and wardrobe needs.

Rigby & Peller

Address: 1961 Chain Bridge Road, Tysons, VA 22102
Phone: (703) 584-7295
Website: www.rigbyandpeller.com

Business Hours:
Monday-Saturday: 10:00 AM to 9:30 PM
Sunday: 11:00 AM to 7:00 PM

Looking Your Best

- It's obvious, but make sure you're well-groomed the day of the shoot, especially your hair. We recommend you stick with your normal routine and don't experiment with anything new before your shoot.
- Get plenty of sleep the night before.
- Avoid the sun if you can as tan lines are very difficult to remove in the editing process. (And besides, the camera loves pale skin!)
- Wear loose-fitting clothing before the shoot to avoid lines on your skin from elastic, etc.
- Use a non-oil moisturizer before your shoot. Bring some with you. (The camera also loves smooth, silky skin.)
- If you plan on waxing, please do so more than 24 hours in advance to avoid any residual redness/skin irritation.
- Practice a few poses; peruse our portfolio, Pinterest, other sites and magazines for ideas.

Makeup

What sort of makeup looks best when you're wearing lingerie...or perhaps a bit less? For the vast majority of our clients we recommend a natural or nude look. For lingerie and nude shots, too much makeup can overpower the shot and detract from its artistic quality, so less is more. In post-production editing we often use techniques to enhance eyebrows, eyelashes and lips if necessary.



There are exceptions, of course. If you're going for a forties-style pin-up girl look, break out that bright red lipstick. For our clients who are doing "alternative modeling" such as Suicide Girls, that edgy, tattooed and pierced look goes well with dramatic smokey eyes or unconventional makeup.

If your face tends to get shiny, a bit of powder can help reduce reflection from the lights.

Since the camera will be seeing more than your face, what about the rest of your body? We recommend you use a non-oil moisturizer before your shoot and feel free to bring some with you. The moisturizer can give your skin a beautiful, supple sheen. (We recommend moisturizer for men as well for our couples shoots.) We do not recommend going to the beach or tanning bed before your shoot. Tan lines are very hard to remove in the editing process.

Do you need a professional makeup artist? A professional can do wonders with makeup and take your look to another level. That being said, if you're a makeup master and comfortable doing your own makeup, you'll be just fine. There are lighted mirrors and makeup tables in the studio for your use.

Posing

- Practice facial expressions in the mirror and review your selfies to see what works best for you.
- Practice relaxing your face and letting your lips naturally part slightly in the middle, an especially sexy look.
- Practice "smiling with your eyes." Your eyes can convey tremendous emotion, so practice making them expressive.
- Tilt your chin down slightly to provide nice shape to your face and slimming your neck.
- Usually a slight angle to the right or left looks better than a straight-on look.
- For glamour shots, try to "find the light" to be sure your face is evenly lit without unwanted shadows.
- Try a variety of poses. Look for examples you like online, in magazines, etc. Experiment with a range of poses standing up, sitting down, laying down, kneeling. If you have furniture and/or props available, try a variety of poses, such as draping yourself over a couch or chair or leaning against a door. During the shoot, let your poses evolve, moving slowly from one to another.
- By elongating your neck, you will appear taller, leaner, and more confident.
- Don't slouch or go limp. You should always pose with tension in your body, from head to toe. Arch your back when standing. The tension in your body will give the camera good muscle tone and your body will look especially strong and alive.
- Don't forget to express yourself. Be yourself and let your personality show!



Working Together

We view each photo shoot as a collaboration where we're creating beautiful art together. We'll guide you through the process and help you pose, but we try not to "over direct" and give you space to explore and be creative. This results in imagery that's more natural and organic that doesn't appear stiff, mechanical and too "posed." We work to ensure that the imagery captures the real you while allowing you to explore different sides of yourself in a fulfilling and empowering way. Please don't be afraid to express your opinion and share your ideas!



Aspiring and Professional Models

If you're an aspiring or professional model and we are doing a shoot for your portfolio, please remember to let us know your modeling goals and to send along a few "inspiration shots," i.e., examples of the types of shots and poses you're interested in. This will help us plan the best shoot for you. You can send inspiration shots in advance of your shoot using this page: <http://www.appealphotography.com/sample-images/> If this is a shoot where you will be providing us with permission to exhibit photos from your shoot in our portfolio, etc., you will need to bring two forms of ID and will need to complete a model release and 2257 compliance form. These can be completed in advance online if you prefer...just let us know.

After the Shoot

1. **Your Proofs:** Your balance payment is due after the shoot. Within 1-3 days of your photo shoot we'll provide you with a link to your private, online gallery of proof images for you to review. All imagery is delivered securely online via our secure server. You can select your favorite images for fine-scale editing and delivery at full resolution, suitable for high-quality printing. We'll send you a link to your private online gallery that allows you to easily select the shots you want and provide any special instructions/requests you might have (e.g., color vs. black and white, cropping, etc.)
2. **Delivery of Final Images:** In most cases we'll deliver your final, edited high-resolution images within 1-5 days of your submission of your selections.
3. **Photo Books/Albums, Videos & Other Products:** If you order a photo book/album or other printed products or a custom video, you'll need to



A Proof Image

allow additional time for delivery of those products. For photo books, once you select the images you want included in your photo book, we'll work with you and get your approval of a draft/mockup. Your photo book will be delivered to you directly from the lab we use in New York. Learn more: www.appealphotography.com/boudoir-photo-album/



Ask About Our Custom Photo Books

Questions?

Call: +1 (202) 930-2299

Email: info@appealphotography.com

Website: <https://AppealPhotography.com>

Read Our Reviews: <https://appealphotography.com/reviews>