



ANDALEEB LILLEY

PHOTOGRAPHY



*winter*

2021

# STUDIO NEWS

It's a New Year with new beginnings and lots of fresh snow - well in Switzerland certainly! If there is anything I learnt from last year, it was how important it was to keep in touch so I will be doing this more often with a quarterly newsletter. I hope you will enjoy reading tips, ideas for photo shoots and looking at some images too. Please do drop me a line and let me know if there is something you would like to see in here and I will do my best to feature it in the next newsletter.

Another thing most businesses learnt last year was how to be flexible and creative. I want to take this opportunity to thank several clients who were happy to re-arrange seasonal shoots when my daughter had to unexpectedly quarantine (false alarm luckily!). Many thanks too for everyone who continued to book shoots last year - please rest assured that I take all precautions to keep us all safe whilst capturing your special memories (I even have a special photography mask for the occasion)...

I also had time to look at other aspects of the business when several events were cancelled last year. One of these was how to structure pricing in a different way and new pricing/packages will be launched in March. Another exciting development was my new website which was finalised at the end of last year - please do take a look at the site and let me know what you think (and if you see anything missing too!) Make sure to check out the special offer in the newsletter to celebrate its launch.

On a more personal level, I loved that my son thrived during lockdown and improved his skills on the piano and has begun to improvise and sing whilst playing, and that my daughter still got to play football for her local team when possible. Much to my neighbour's chagrin, I started cello lessons ... and the two kittens who arrived on Christmas Eve have proved to be a huge help, taking all our decorations down by Boxing Day ...

So I look forward to a new year with new hope and beginnings. I don't tend to make resolutions but I do resolve to be in touch a little more this year. I miss making people smile so I hope we can all get back to doing more of that soon and I am so grateful to the clients who continued to book me last year. My personal photography goals this year are to photograph a birth, organise a styled vintage burlesque shoot and maybe photograph some more boudoir / "dude-oir" - (like boudoir photography but for men) ... so do get in touch if you would like to help me with those goals! As always, if you would like to unsubscribe, please do so using the link on the email (or drop me a line).

Wishing you a healthy and happy 2021!

Andaleeb

# Ideas for Shoots this Winter

## New Website Launch Offer

To celebrate my new website, I am offering 5 additional high res files (value: CHF 125) with every family shoot booked before the end of April. More details here: <https://www.andaleeblilley.ch/session-details/> and <https://www.andaleeblilley.ch/gallery/family/>



## Boudoir Shoots (take place in a hotel in Zug)

Embrace your beauty and womanhood and gift yourself some images you will treasure forever with a boudoir shoot in a hotel. We begin with make-up and a glass of champagne whilst we plan your outfits and the shoot in a bespoke hotel in Zug. More info below:

<https://www.andaleeblilley.ch/gallery/boudoir-photography/>

<https://www.andaleeblilley.ch/wp-content/uploads/2020/07/Boudoir-price-list.pdf>



## Valentine's Tag

For the first time, I will also be offering mini shoots for any families / couples who didn't have time to come by before Christmas and who would love to capture some memories for gifts or cards. The offer: CHF 175 - 25 minute shoot (includes gallery for selection purposes and three high res files). Additional high res files/prints can be purchased too.



## *Photo Shoot Spotlight*

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## *Photo Shoot Spotlight*

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*“Kindness is like snow. It beautifies everything it covers.”*

- Kahlil Gibran

## Tips on Photographing in the Snow

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- ❁ Wear layers, waterproof boots, fingerless gloves and bring along a few hand warmers
- ❁ Put spare batteries in a layer close to your body to keep them warm and prolong their life once in the camera. Bring a spare lens cloth for foggy lenses. Protect your camera by wrapping a plastic bag around the camera, keeping the lens cap on and only remove when photographing.
- ❁ Shoot in Aperture Priority mode (AV) or Manual (M) so you have full control of shutter speed, aperture and ISO. Create bokeh in your photos by focusing on one aspect and use a wide-open aperture (e.g., f/2.8 or f/4) to create blur, making sure there is some distance between your subject and the brighter background. With a shallow depth of field, your subject will be in focus and the background will be blurry.
- ❁ Capture snow while it's still fresh (snow melts quickly so be quick!) and photograph landscapes and small details (such as snow on twigs and branches).
- ❁ Focus on contrast where possible. The whiteness of snow fools the camera which often readjusts a landscape to gray so set the exposure compensation to +1 or +2 which will keep the snow looking white. This can also be adjusted during editing.
- ❁ Use a fast shutter speed for falling snow - a faster shutter speed will capture the flakes as sharp white specks. For a different effect, use a longer shutter speed to then those flakes into long, foggy streaks.
- ❁ Snow looks great in sunny and cloudy weather. Pick out darker elements to add interest and contrast on cloudy days. Shoot from different perspectives (high up/low down) and try to show the texture and weight of snow.
- ❁ Condensation can form on the outside and inside of your camera when coming inside. Avoid this by putting your camera in a large zip lock bag whilst driving home so the camera comes up to temperature slowly and condensation doesn't form. At home put the camera somewhere it can warm up slowly.



### \* *Kind Words*

"We had a lovely family photo shoot with Andaleeb. We have 4 small children so it's always a challenge to get everyone smiling....but she came prepared with props to make them smile. It was a super easy shoot, and we came away with wonderful photos. I would highly recommend her and we will be booking again next year."

- H. Curran



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