

# Newborn Portraiture

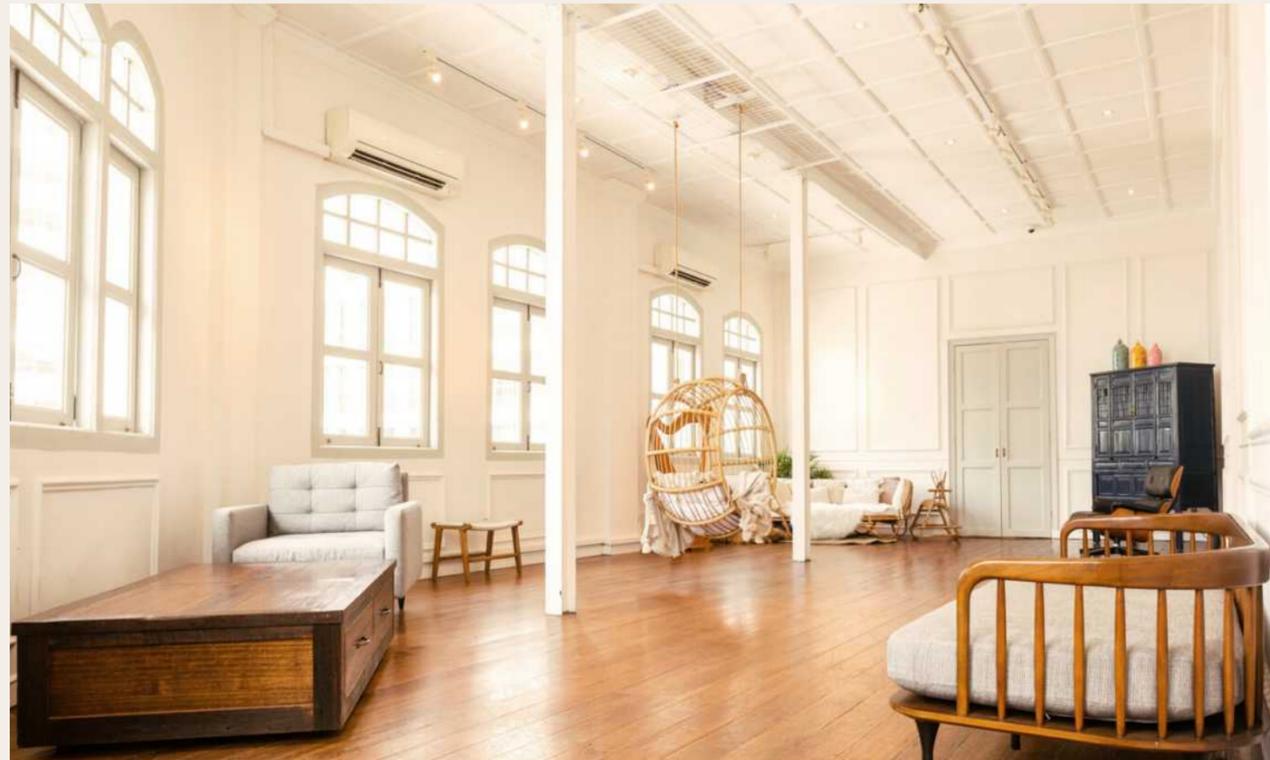
— Lookbook —



*White Room Studio*

— WELCOME TO —  
*White Room Studio*

**Warm sunlight**, big windows, a **balcony** overlooking **Fort Canning Park**, original wooden floorboards from 1927 running across the entire studio, just imagine having your newborn portraits taken in a **beautiful space** like this!



Feel at home in our **2400 sq ft shophouse** in River Valley, where it all begins with the White Room Studio difference: making sure you'll have an **extraordinary** experience, right from your first hello. Our team will look after each step of the photography session, so you don't have to.

We **value** every client's experience, which is why we take the time to listen, to get to know you, and provide a portraiture session you've only dreamt about.

Since 2009, White Room Studio has grown into an **award-winning**, renowned photography studio in Singapore. **Heart & soul** are invested into creating a welcoming yet unique natural light shophouse-studio environment, giving you a *thoughtfully-designed* photoshoot when you visit us.

# WHAT TO EXPECT



With over **70 years** of combined portraiture experience, our award-winning team works together to ensure your time with us will be memorable, and to create timeless portraits for you to bring home and cherish. Having family portraits taken can be intimidating! We understand, and that's why we strive to make sure each photoshoot is **fun & enjoyable**.

- Before the day of your shoot, we'll give you a **call** to find out more about what you're looking to achieve in your family photos!
- During the photoshoot, our **experienced photographers** will walk you through each step of the shoot, giving you directions & tips on how to pose.
- **Studio assistants** are on hand to make sure the photo session runs smoothly.
- Our **well-stocked pantry** is all yours if you need a refreshment. Be our guest!
- Our style focuses on the interactions between subjects in a **natural environment**, so just bring lots of smiles!
- After the photoshoot, you'll be invited back for a **viewing session** of all your photos & you can purchase other products as well.



We hope this Lookbook will be a useful guide for your journey with us!

More questions? Contact us & we'll personally assist with any queries you may have.  
Contact details are in the last page of this Lookbook.

Enjoy the read, and we look forward to meeting you at White Room Studio!



# BEST TIME TO SHOOT

The best time for your newborn to be photographed is when they are **5 — 15 days old!**

This is the golden period where they can be comfortably swaddled and curled up into that **“in the womb” position** for intricate pictures.



If your baby is more than 15 days old, not to worry — we can still capture a variety of newborn-esque poses – babies can be photographed up until they are **6 months old.**

When they are around that age, we are also able to grab more expressions and dynamic poses!



If there are older siblings coming along, do bring their favourite snacks or toys to keep them entertained!



## IT'S A WRAP!

We provide a **complimentary selection** of blankets, wraps, and baskets when you book a newborn shoot with us.

Our photographers are also skilled in soothing and swaddling newborn babies, so just sit back, relax, and we'll take care of the rest!



## A DIFFERENT KIND OF SHOT

Take note if your baby has any upcoming **immunisation appointments**. They are more prone to being fussy and sensitive during and after these periods, so it is best to schedule a shoot before their jabs.

Do bring an **extra change of clothes** for everybody (yes, mum and dad too) for a variety of shots! Dress the newborn in clothes that fit just right, so that baby doesn't get lost in the fabrics.



It is **completely fine** if your baby does not cooperate and the photo session does not turn out the way you expect it to be!

Babies do tend to cry due to being in a new environment, and you'll be surprised by the success of shoots we do even when baby is crying most of the time, so leave it in the good hands of your photographer.

We understand that raising a newborn is hard work. White Room Studio photographers are parents themselves, and they understand the challenges new parents go through!



If the baby becomes restless & difficult to soothe mid-session, we are happy to offer you a **complimentary 1-hour reshoot** on another date, at no additional charge.



# BEST TIME TO SHOOT



## HOW TO PREPARE

It is a **MUST** to bring along your **milk & diaper bag with all the essentials!** We can't stress enough the importance of giving your newborn a **full feed** (which can take up to **45-60** minutes) just before you leave home for the photo studio.

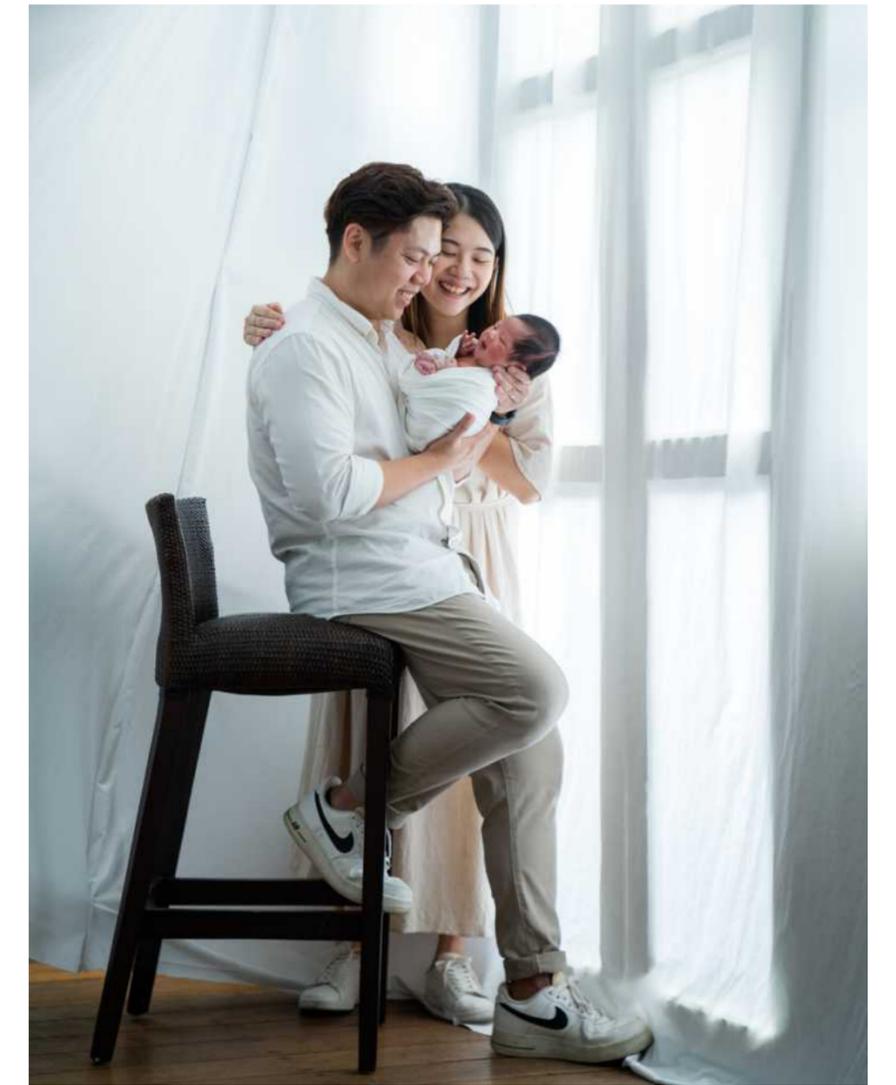


This way, you will have lots of time to enjoy the 2-hour photoshoot, and only need to give baby **top-up feeds in between change of settings.**



Parents may be worried about keeping the baby's feeding schedule to a fixed timing, but just for this special day of the photoshoot, a **fully fed baby** actually helps toward making the shoot a success.

If the baby is fed well, they are more likely enter deep sleep, which makes posing them so much easier!



# WHAT TO BRING

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## PETS

White Room Studio is pet-friendly! Your fur kids are part of your family too, so bring them along to complete your family portrait.

Our studio is full of natural light, warm and cosy — just how they like it!



## PROPS

If there is a favourite hat, hairband, mittens or blankets knitted by mum, or heirloom clothing kept by grandparents, bring these along for the newborn photoshoot!

They will make such a meaningful prop for the photoshoot, instead of generic items.

If you wish to bring a few items with you, do inform our studio's team ahead of time so we can creatively plan your photoshoot around your props.





Colour coordination is an important aspect of portraiture, especially for group photo sessions. As a general rule, earthy and pastel colours work best together.

By picking the right patterns and tones, you can let the personalities of each family member shine through. If you want to keep it simple, here are some tried and tested options!

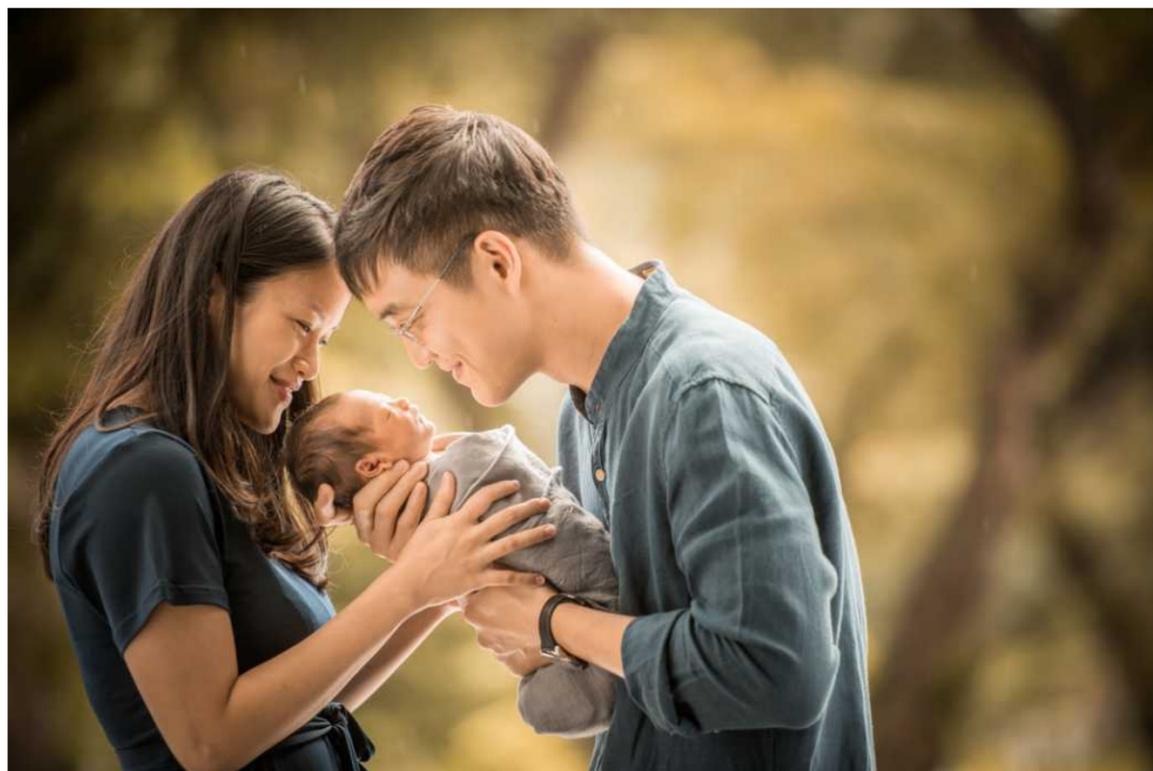
## NATURAL IN NEUTRALS

We will also capture beautiful casual family shots during your newborn's photoshoot.

A white top paired with soft, neutral-coloured bottoms is a timeless combination that will never go out of style for every family.



# WHAT TO WEAR



**Key tip:** Make sure everyone wears a range of different secondary colours to keep it visually interesting. Pair soft blues or lavender with browns/grey, or similar pastel shades of various textures.

Instead of matching outfits in the same tone and colour, let your loved ones each wear pops of pastel in different colours! If the tones are muted and soft, mixing different colours work!

This will complement the entire family perfectly and everyone will look cohesive, which is exactly the effect you want when taking a group portrait.

## COLOURFUL & CHIC

Colours are loads of fun! Just take care with how you mix and match between family members!

Muted colours are fail-proof options and give a softer feel to portraits. Think pastels, earthy brick red, mustard yellow, light olive green, sky blue, instead of strong solid colours.



# WHAT TO WEAR

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## CLASSIC & COOL

Darker colours — black, navy blue, dark green, a deep red or purple — are bold choices that show up well on photographs.

Do take note that if you're going for a neutral palette, everyone should wear them together for the best effect.

If you wish to stick to a single colour but worry if it might look boring, you can choose pieces that carry more textures e.g. lace, silk, corduroy, or knit!



The best time to play dressup is when your baby is fast asleep! Get creative with quirky onesies or matching mini jerseys.

The possibilities are endless. Customise your photoshoot the way you like as a family and make it truly yours.



# NOT WHAT TO WEAR

There are no hard rules on what not to wear, but here are some tried and tested tips to make sure the photoshoot meets your expectations.

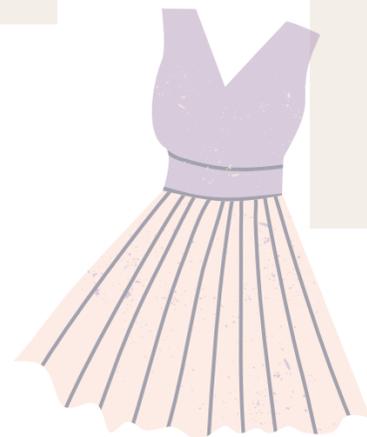
Generally, it's better to stay away from:

- Polo shirts and hoodies
- Checkered patterns
- Neon colours
- Loud, big logos
- Large floral patterns
- Shiny, reflective textures
- Too many accessories
- Spectacles with tinted or transition lenses
- Clothes that are too loose, too tight or too thick
- Colourful undergarments (nude tones are best)



We recommend you to pick outfits in colours that complement your skin tone. Pastel colours like lilac or richer, warmer colours will go well with darker complexions.

Lighter, cooler skin tones will suit colours that bring contrast, such as jewel colours (a saturated red, blue, green, yellow).



## FOOTWEAR

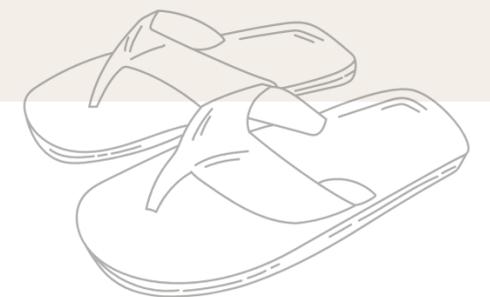
Appropriate shoes for each outfit are very important, especially during a photoshoot! Footwear can make or break an outfit and it is also the quickest way to make an impression.

As a rule of thumb, avoid open-toe footwear such as slippers or sandals. Go for **dress shoes, sneakers, or boots.**

Remember, it depends on the *theme* as well. Sneakers are the default choices for casual streetwear, while heels and a nice pair of loafers/oxfords are preferred for smart casual and formal occasions. **Comfort is key** — your shoes should not hurt too much!

For the gentlemen, always **match your socks** with your shoes! High socks with a suit is most presentable.

Ladies — heels can change your height when you pose with another family member. Do wear something you can easily remove and put on if need be.





## HAIR & MAKEUP

The right makeup can help to enhance your features and create a confident yet sophisticated look. Ladies should have some light makeup on — nothing too dramatic!

The focus of a portrait is often the **eyes**, so any eye makeup should be applied delicately. Neutral colours will work best. A rich lip colour can also amplify your look!

Let's talk about **hair** — for ladies with more length, a gentle blowout will add some volume to your hair. If you have short hair, take the time to comb and style it, keeping any flyaways in place.

For men and boys, you can use products like hair gel or hair spray to create a neat and polished appearance.



# MAKEUP

## DID YOU KNOW?

You can enjoy hair and makeup services in the comfort of White Room Studio's new vanity room. Book a **1-hour hair & makeup package\***, and our esteemed professional makeup artist, who has worked with us for almost 10 years, will create a personalised look for you.

*\*Ask us about a private makeover session today!*



# Preparing for your Viewing

During your session, you can also discover our **full product catalogue** and purchase more photos if you wish.

These are the options available in our **Creations Catalogue**:

*Canvases, Fine-art frames, Metal prints, Crystal mounts, Acrylic table art blocks,  
Wood prints, Coffee table books*

If you are considering displaying your images **at home**, do come prepared with **rough measurements** to ensure the perfect fit! You may also show us pictures/videos of the room you want the displays to be installed in.



We invite you back to view your images **1-2 weeks** after your shoot. A viewing session is **1.5 hours**, which allows us to show off all your portraits in the comfort of our Gallery Room whilst you sit back and enjoy the show!

We are here to help you select the **best photographs & creations**, and we also give invaluable advice on display possibilities suited to your personalised needs.



# White Room Studio

Your Stories, Our Imagination

## ENQUIRIES

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## HOURS

Monday – Friday: 10am – 7:00pm

Saturday & Sunday: 10am – 6:30pm

## FIND US ON



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White Room Studio

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