# Glamour Portraiture

## Lookbook



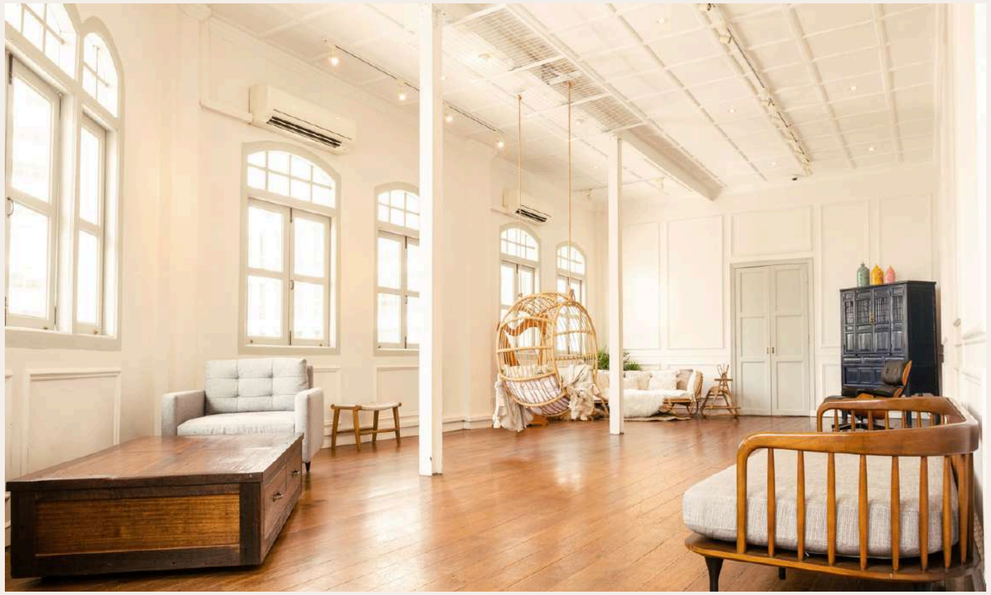
*White Room Studio*

# 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 personal 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. Being in front of a camera 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 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!









Colour coordination is an important aspect of portraiture. As a general rule, earthy, neutral, and pastel colours work best together.

By picking the right patterns and tones, you can let your personality shine through. If you want to keep it simple, here are some tried and tested options!

## CLASSIC NEUTRALS

A light top paired with dark-coloured bottoms, a one-tone dress or suit is a timeless combination that will never go out of style. The is the perfect outfit that anyone can pull off no matter the occasion!





## BEST FRIENDS FOREVER

Throw a fabulous birthday party to remember!

Gather round your best friends and celebrate the big 30, 40, or 50th together — we'd love to photograph your friendship and the moments that make it special.



# WHAT TO WEAR

## COLOURFUL & CHIC

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

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

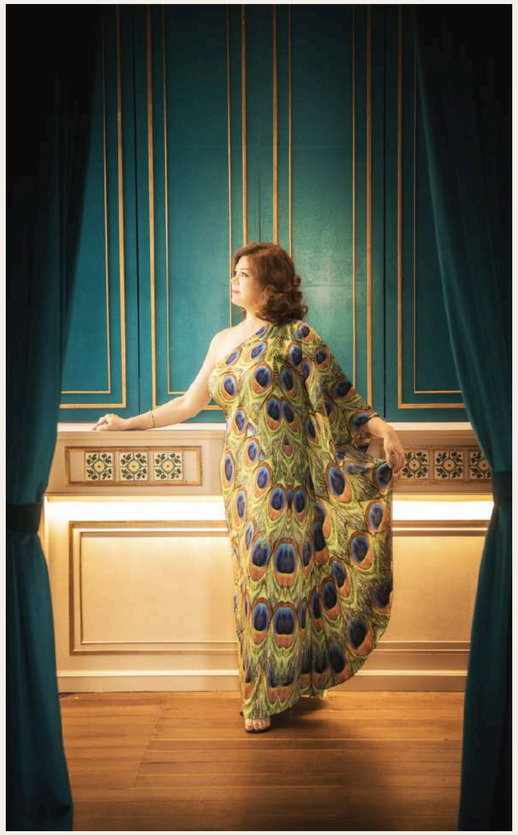




**Key tip:** Make your look visually interesting by choosing pieces that carry more textures such as lace, silk, or knit! They can add a brand new dynamic to your photos.







## PRETTY IN PRINTS

Celebrate your style! Patterned outfits can create an aesthetic that photographs beautifully on camera. However, do keep away from stripes and high contrast prints — these types of patterns can look unflattering and distracting instead.

# WHAT TO WEAR

## FUN & FASHIONABLE

Darker colours — a deep blue, dark green, a rich red or purple — are tastefully bold choices that show up well on photographs. These colours can help to create a slim, elongated silhouette.





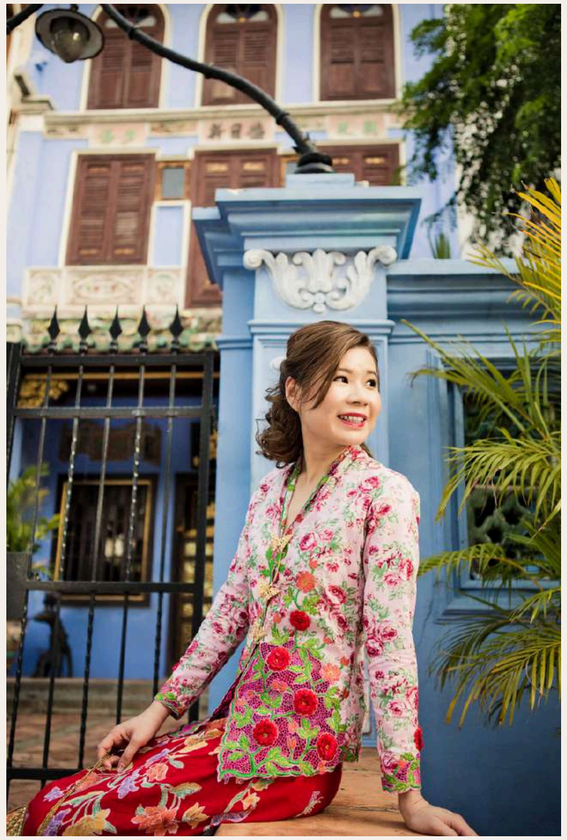


## EXPRESS YOURSELF

Get creative! Make a statement with your outfit — the possibilities are endless. Customise your photoshoot just the way you like it and make it truly yours.







## TRADITIONAL

Textured cheongsams and nyonya kebayas bring the perfect balance of tradition and elegance to a personal photoshoot — just look at these portraits!

Did you also know that we are the first photo studio in Singapore to create a truly unique Peranakan concept?

## MODERN

Think straight cuts, minimalist colour palettes, and the latest fashion trends.  These will help you create a fresh take on contemporary wear and flaunt your own personal style. Fashion is a form of self-expression after all.





# WHAT TO WEAR

WHITE ROOM STUDIO

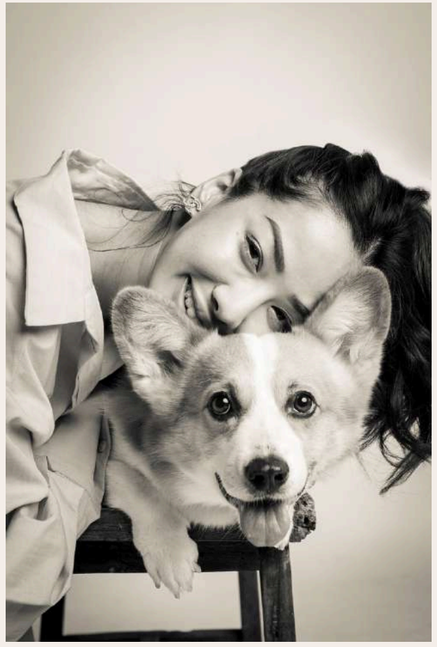
# WHAT TO WEAR



## PETS

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

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











## PROPS

A personal belonging can mean so much! You're welcome to bring along any props to customise your photoshoot and tell your story.

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.

# 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.

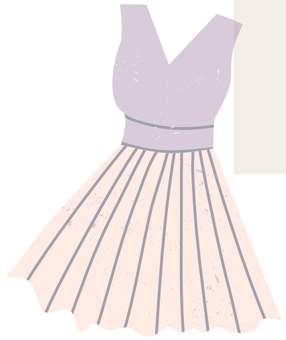
Generally, it's better to stay away from:



- 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 with large fonts or graphics
- 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 strike different poses. 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 spice up your look!

Let's talk about **hair** — for ladies with more length, a 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 the gentlemen, 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 makeup artist team partner will create a personalised look for you.

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




WHITE ROOM STUDIO

# Preparing for your Viewing



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.

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, Crystal mounts, Acrylic table art blocks, 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.









# White Room Studio

Your Stories, Our Imagination




**ENQUIRIES**

enquiry@whiteroomstudio.com.sg

+65 8718 5528

**STUDIO**

219 River Valley Road . Level 2

Singapore 238277

**HOURS**

Monday – Friday: 9am – 7:00pm

Saturday & Sunday: 9am - 6:30pm

**FIND US ON**

@whiteroomstudio

whiteroomstudio

White Room Studio