



# Pet Portraiture

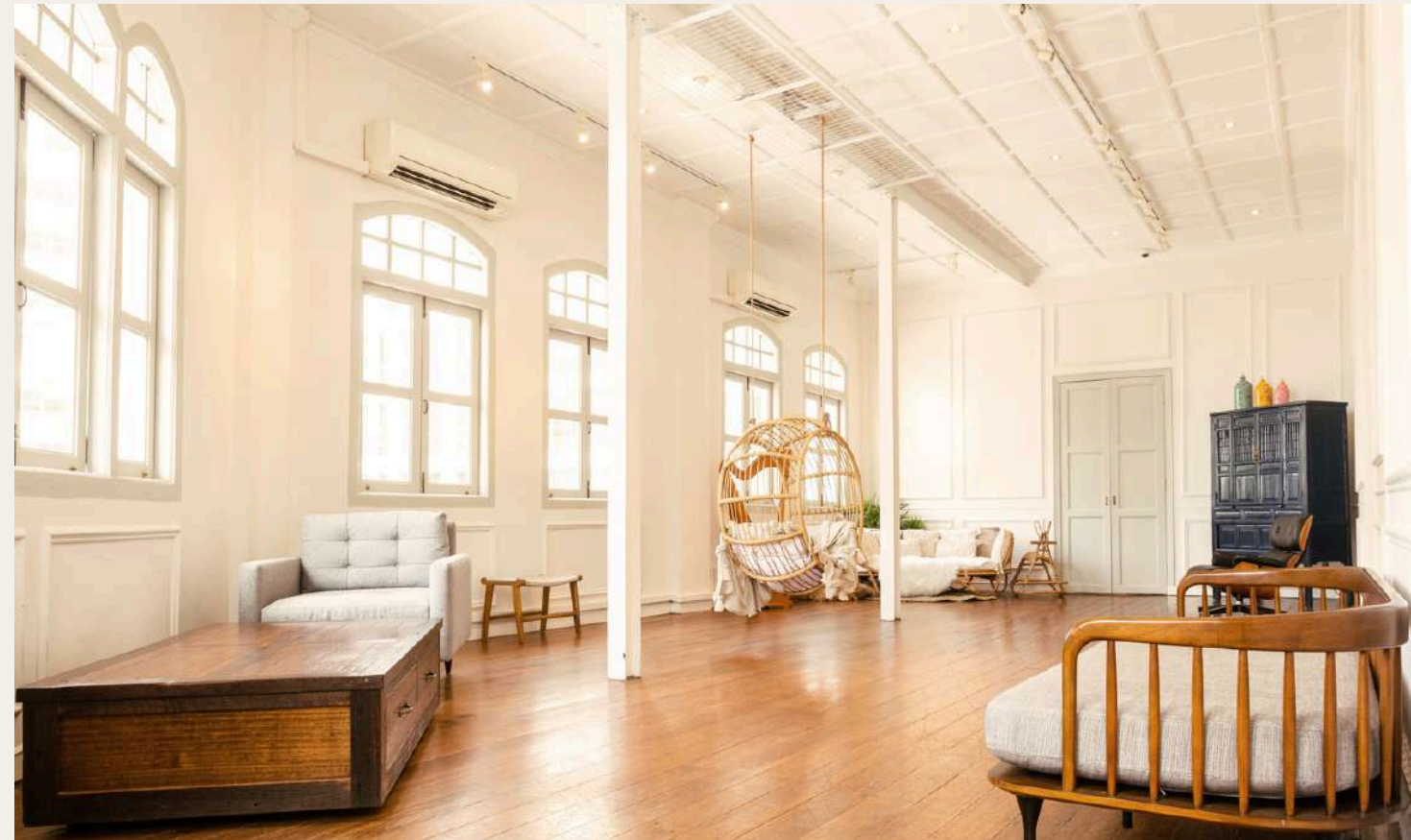
— Lookbook —

*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 pet 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 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 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.

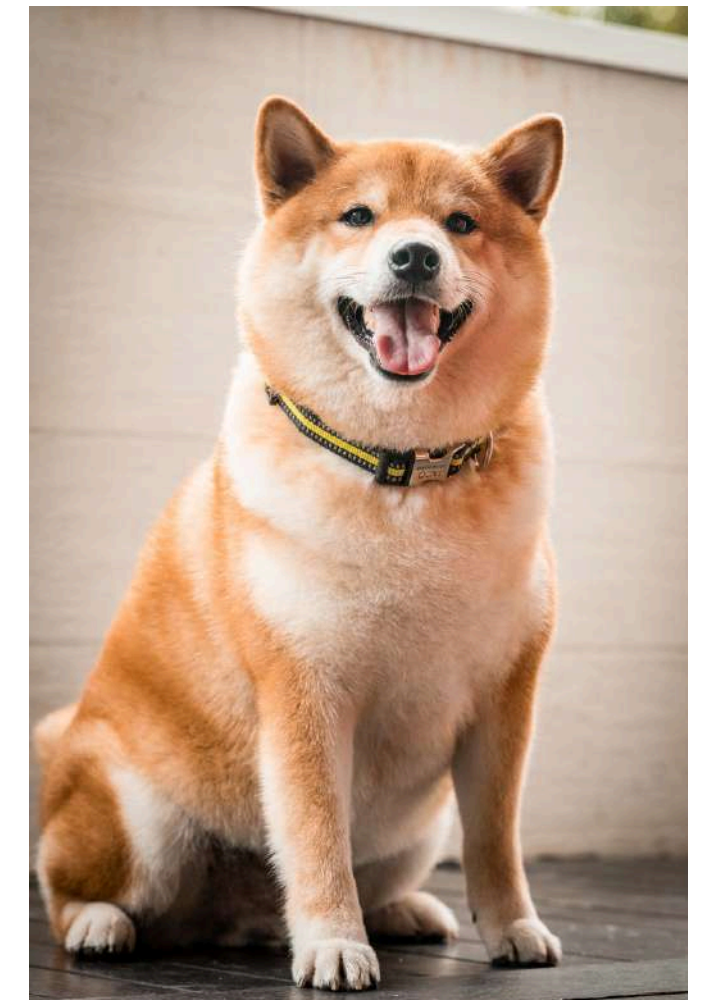


We hope this Lookbook will be a useful guide for your journey with us!

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!



## TIPS AND TRICKS FOR A SUCCESSFUL PET SHOOT

1 Grooming is very important! You want your best friend to look picture perfect for the camera. We recommend bringing them to the groomer and also giving them a good bath 1-3 days before the shoot!

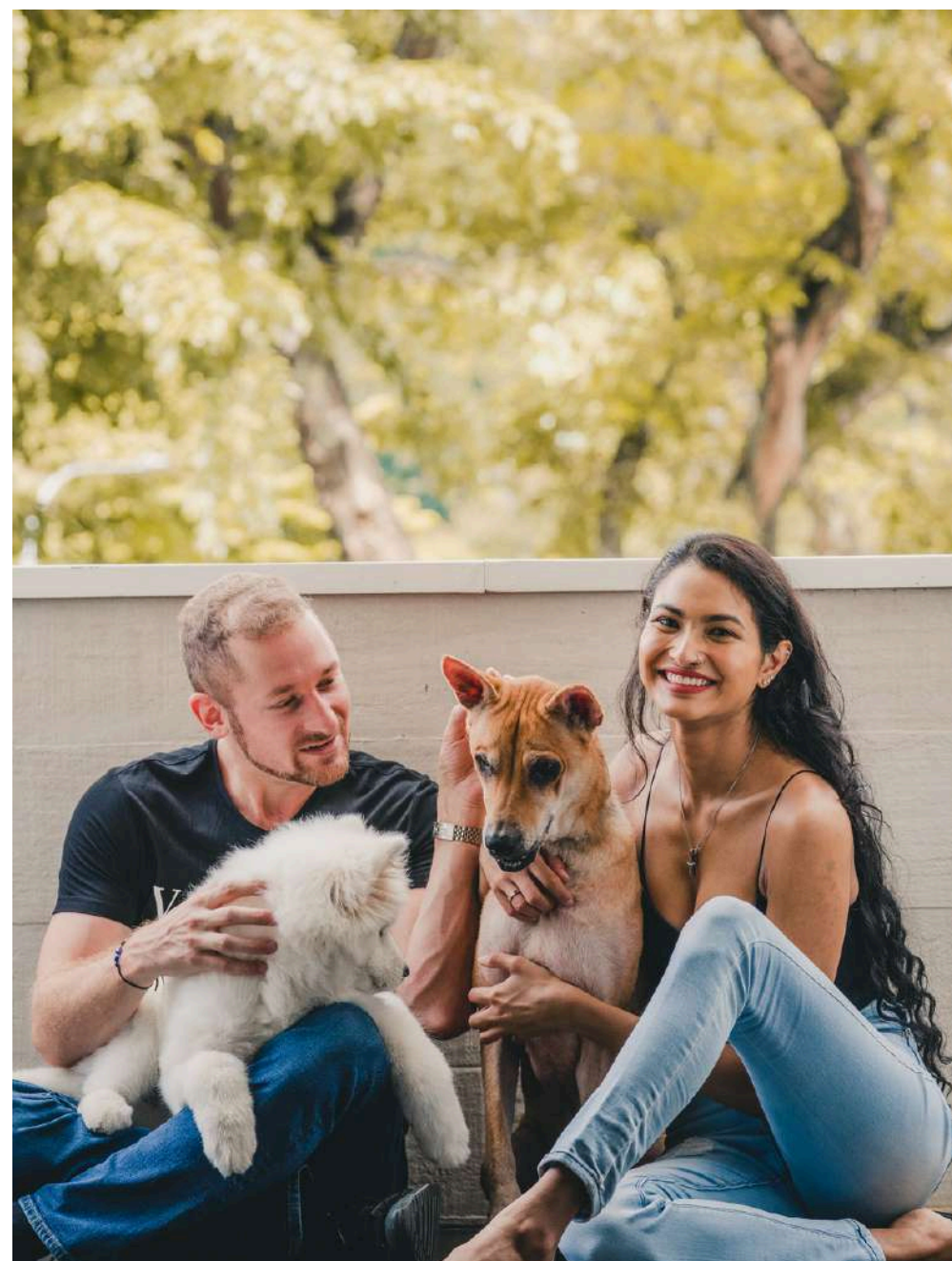
2 Bring along their favourite toys or treats! Some pets have shorter attention spans and offering them treats can make a difference towards the success of a shoot. Some clients also play their pets' favourite songs to grab their attention. Imagine being serenaded by the soothing sounds of Beethoven!



3 We recommend bringing pee pads and other necessities (if any). Each photo session is 1.5 hours long, and there will be small breaks in between for both owner & pet to recharge and relax.



4 Don't be too worried if your pet doesn't listen to your commands or behave as per usual. Every pet is unique with their own personality traits and they will respond differently in a new environment. Just bring your smiles and leave everything to the good hands of our professional pet photographers!

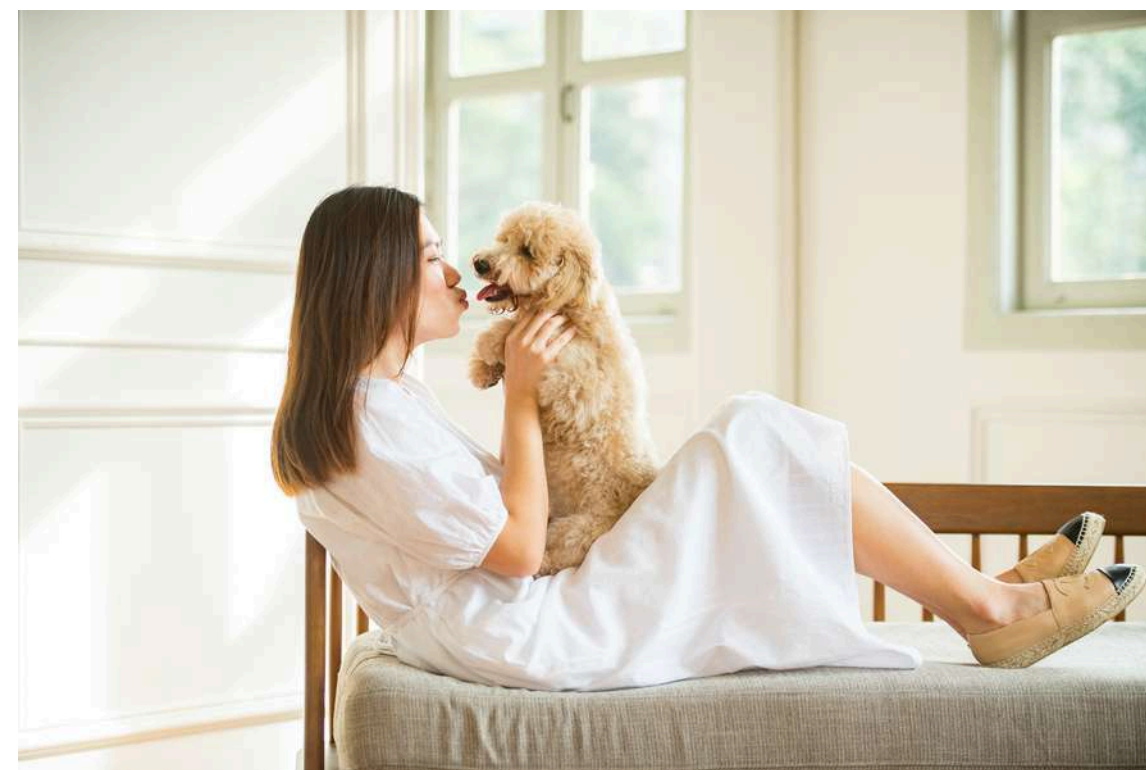
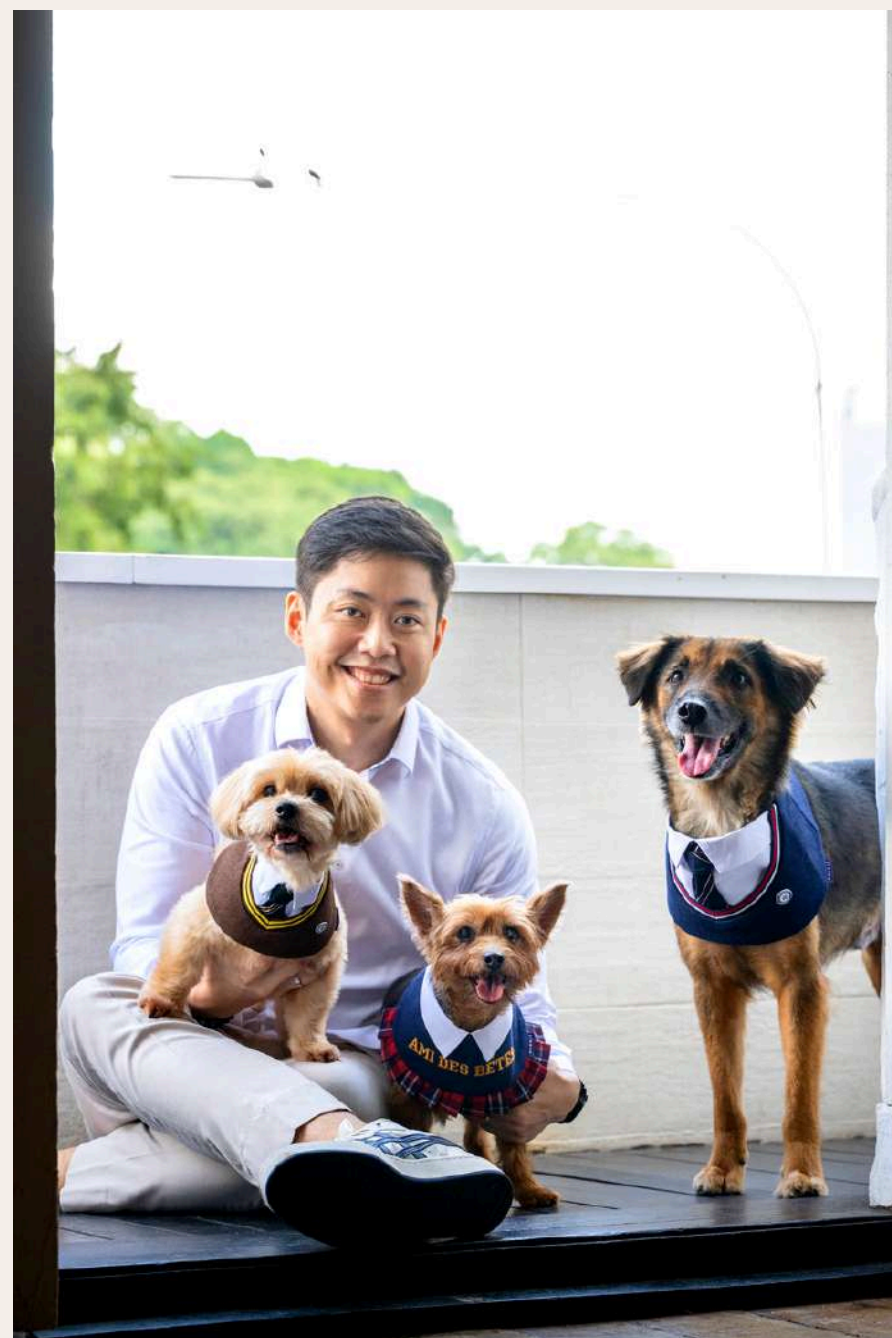


Colour coordination is an important aspect of portraiture, especially for group photo sessions. As a general rule, earthy, neutral, and pastel colours work best together.

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!

## CLASSIC IN NEUTRALS

A white top paired with blue denim jeans is a timeless combination that will never go out of style for every family. This is the perfect casual outfit that anyone can easily pull off no matter the occasion!



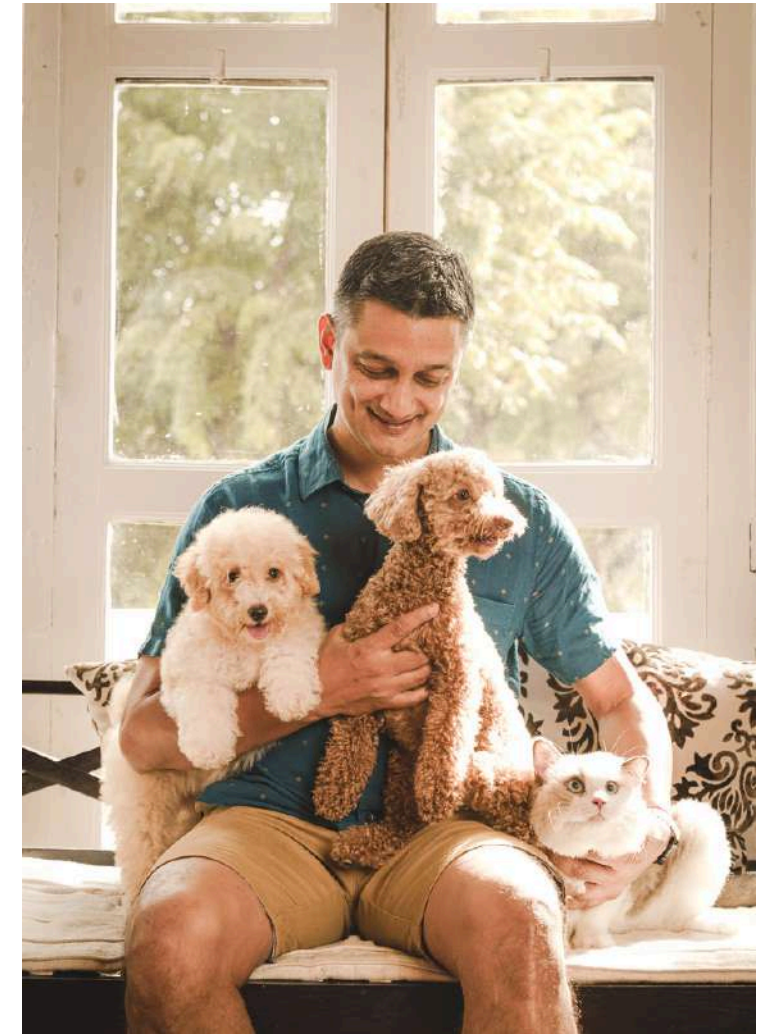
# WHAT TO WEAR



## 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.



**Key tip:** Make sure everyone is wearing a range of different secondary colours to keep it visually interesting.

Pair soft pinks or lavender with browns/grey, or similar pastel shades of various textures. Blue paired with khakis works very well too!

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



# WHAT TO WEAR

## FUN & FASHIONABLE

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!



## NO ORDINARY OUTFIT

Get creative and quirky! The possibilities are endless. Show off your pet's cool fashion sense by dressing them up. Just a quick tip — make sure the costume fits them well and it's not a choking hazard.

# 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.

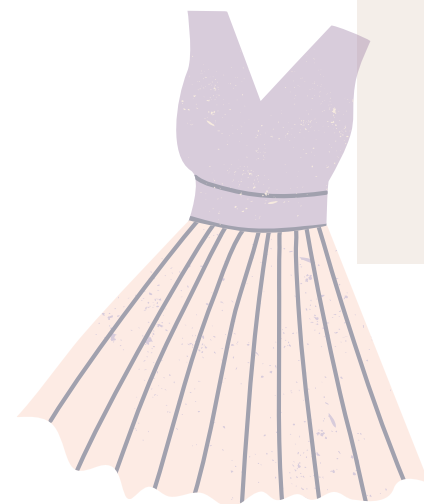
Generally, it's better to stay away from:

- 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.



## THE GREAT OUTDOORS

Let us create some magical and fun portraits outdoors in Singapore for you! Pick a favourite spot and we will take care of the rest. We know some pets love being outdoors and there is just so much nature has to offer.



## PROPS

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



## HOME SWEET HOME

If your pet is more of an introvert, let us take the photoshoot within the comforts of your home. We will make ourselves part of your family, capturing what is real and emotional.





## 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 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 the gentlemen, you can use products like hair gel or hair spray to create a neat and polished appearance.

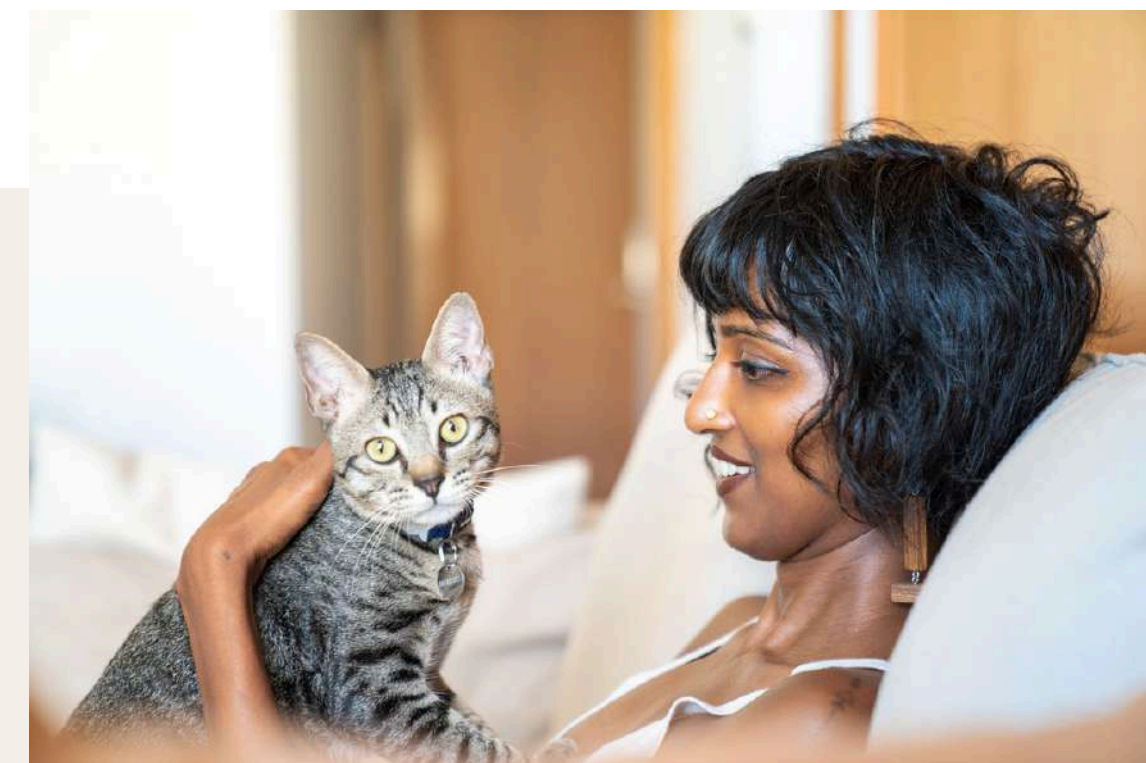


## MAKEUP

### 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!*



# 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, 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.



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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## STUDIO

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## HOURS

Monday – Friday: 9am – 7:00pm

Saturday & Sunday: 9am – 6:30pm

## FIND US ON



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White Room Studio

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