

Cake Smash Portraiture

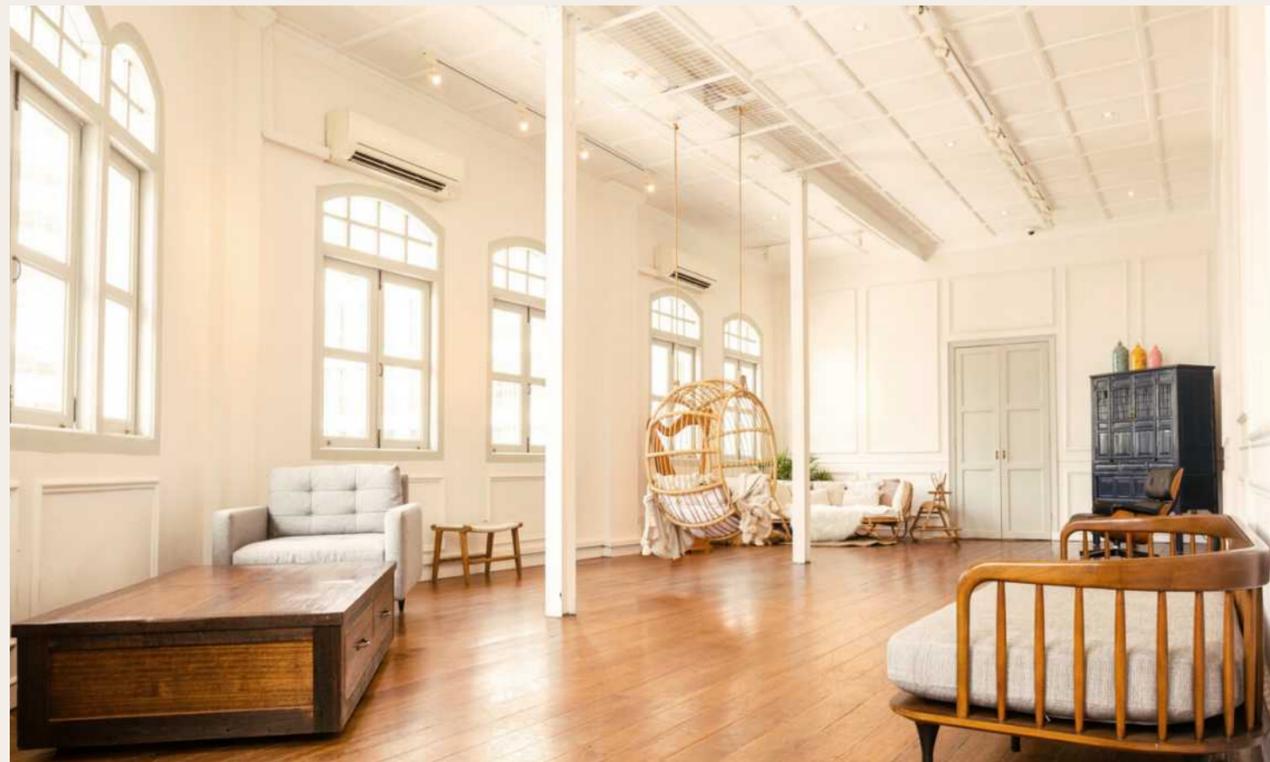
— Lookbook —

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 family 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!





Choose from **FOUR** unique themes!

Each theme includes block letters of your baby's name and colourful party decorations such as balloons and bunting. Let us take care of the setup — all you need to do is just bring your smiles!



FEELIN' PEACHY

Pops of pastel pink for your little one!
A sweet colour for a sweet first birthday.



ONEDERFUL COLOURS

If you can't decide which colours to go for, why not have all the colours in a rainbow?

THEMES

THEMES



COOL BLUE

Bask in the colour of calmness and serenity. This is a classic theme that will bring out the cool side of your baby.



SHINE LIKE A STAR

Let your sunshine sparkle! This bright, energetic theme is sure to put your baby in the spotlight.



TIPS AND TRICKS FOR A SUCCESSFUL CAKE SMASH SHOOT

1

Babies can react negatively to the cake, especially if it's their first interaction with it. To avoid a tearful cake smash, we recommend slowly introducing your baby to its texture and taste, starting with a tiny bit of cake.

It is best if you can start practicing prior to the shoot date. This way, when it's time for the cake smash, it'll be a much more enjoyable experience for the baby!

2

Don't be surprised if your baby doesn't approach the cake right away. You can gently guide your baby's hand towards it and let them explore the texture on their own first.

Do also bring along their favourite snacks and place them on the cake to attract their attention!



3

Babies can become anxious in a new environment. To put them at ease, we suggest packing their favourite soft toys or playing their favourite songs during the photoshoot! This will liven up their mood and help them adjust to the studio environment quickly.

4

The cake smash happens after the family photos have been taken because of the potential mess the baby creates. Bring a cleaning kit and a fresh change of clothes for everybody!

There are no shower facilities in the studio but you are welcome to use our guest lounge and changing rooms after the session has ended!

BIRTHDAY CAKES

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CAKE SMASHIN' FUN

All First Year Portraits in White Room Studio are tastefully photographed with natural light, cake and love!

Choose from 6 *beautifully designed* cakes from our exclusive cake-designer at Caramelloz.

Your cake comes with a number candle as well as letter fondants of your baby's name!

It's also not a problem if your baby has special dietary requirements. The cake can be made **sugarless, eggless or dairy-free** upon request!

If you're bringing in your own cake, let us know and enjoy **\$40 off** your package price!



(1) OMBRE



(2) WATERCOLOUR



(3) ART SPLASH



(4) ROSETTE



(5) LITTLE STAR



(6) BABY'S BREATH



DOUBLE THE JOY!

As a parent, the first birthday milestone is the most special day ever, especially when you have twins.

Make this occasion even more unique with a twin cake smash! Double the smiles, laughter, and joy.



CLASSIC IN NEUTRALS

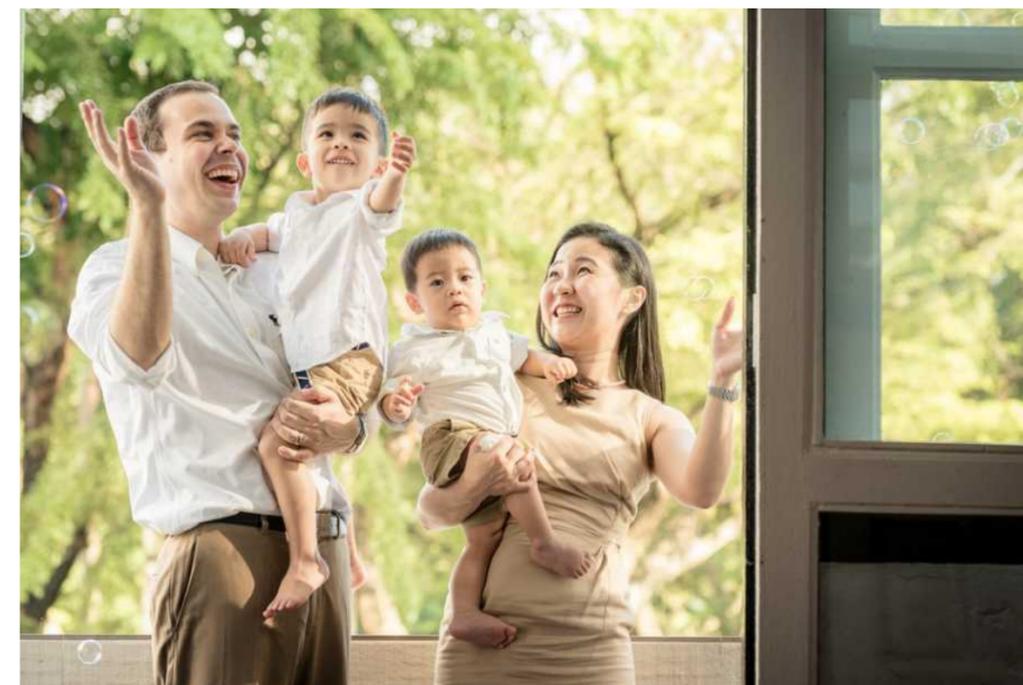
You will also get the chance to take some fun family photos during the cake smash photoshoot.

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!



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!



WHAT TO WEAR



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!

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

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!



Get creative and quirky! Have fun with your style and make the shoot extra meaningful in your own way — the possibilities are endless.

For instance, to celebrate their child's Korean heritage, a couple dressed their baby in a custom-made mini hanbok on his 100th day milestone celebration!

Customise your photoshoot together 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
- Spectacles with tinted or transition lenses
- Clothes that are too loose, too tight or too thick
- Too many accessories
- 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

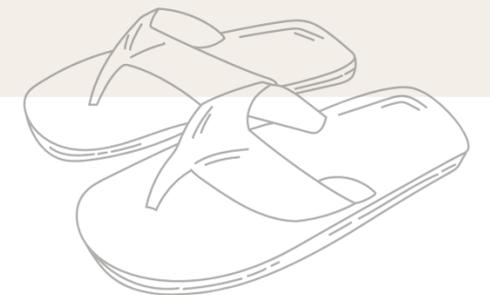
Appropriate shoes for each outfit are very important, especially during a photoshoot! Footwear can make or break an outfit and it is also the quickest way to make an impression.

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!

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.

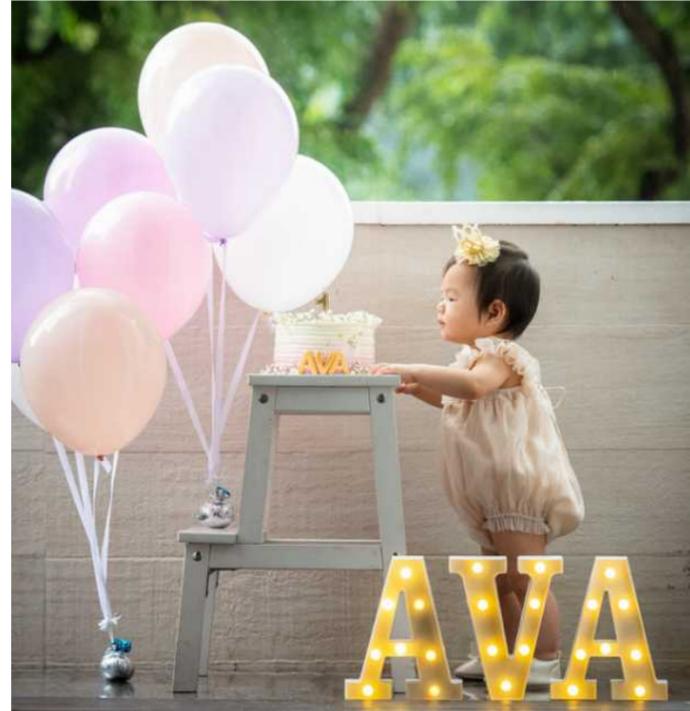


WHAT TO BRING

PETS

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

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



PROPS

A personal belonging can mean so much!

Apart from the party decorations provided, you're welcome to bring along props to customise your baby's photoshoot.

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 desired setup.





HAIR & MAKEUP

The right makeup can help to enhance your features and create a natural 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 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

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