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Fashion Flair For Portrait And Wedding Photography



Synopsis

Fashion Flair for Portrait and Wedding Photography teaches photographers how to take the concepts of fashion photography (including preparation, styling, props, lighting, posing and post-processing) and apply these techniques to their portrait and wedding photography. By adding fashion flair to their work, photographers can distinguish themselves from their competition and demand a higher price for their images and creativity. Fashion photographers use preparation, styling, props, lighting, posing and post-processing techniques to achieve the desired visual effects in their high-end shoots. Yet these very same techniques can be applied to the images of portrait and wedding photography to create outstanding work that will differentiate a photographer from the competition. Clients want to feel like they are models, and live in a fantasy and this book will help them feel edgy, striking and high-end through a unique approach to their portraits. This book is not about becoming a fashion photographer - it is about using fashion photography techniques for successful portrait and wedding photography. [Bonus Photographs \(Click for larger image\)](#)

Book Information

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Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (32 customer reviews)

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Customer Reviews

I am best classified as a part-time professional location based shooter who shoots without use of assistants. I shoot all Nikon gear and typically do event, portrait, intimate, and children's sporting events. I do not do weddings due to the complexity of the event (that is a confession by the way). I love photography and would do what I do for free but I happen to get paid most of the time. For this book to have any value to you, you must have the fundamental basics of photography mastered.

Well, maybe not "mastered." But you must have the fundamental knowledge to apply those basics to various situations before you can apply the lessons in this book. So, if you are just starting out or just a hobbyist, focus on books that cover the basics such as exposure, metering, gear, natural lighting, aperture, etc... If you are still using the scene settings (program mode) on your camera, don't even think about this book. You should know how to shoot manually first. That being said, this book, despite the constant use of the word "flair" is extremely valuable for portrait shooters leaning toward the fashion/glamour side of photography. It has some of the best visual examples (I like to deconstruct shots) from which to work. Adler presents the information so coherently that if you have at least the fundamentals of photography down, you will easily benefit from even just browsing this book (the shots are inspiring). Although the book has the word "wedding" in the title, the lessons and samples are easily applied to any portrait shoot (in studio or on location), especially with women. Adler does a great job of explaining gear and lighting so that even a hobbyist moving up should be able to use many of the techniques on their next shoot.

This book is targeted to the hobbyist or professional portraitist, and will not teach you how to shoot for Vogue Italia. But once you've got the basics of photography down, this is a great resource for adding to your photographic repertoire. It covers how to incorporate elements of fashion photography into portrait shoots (nothing in the book is wedding-specific, though the suggestions can be implemented by wedding photographers as well). The author covers "fashion flair" (she can't seem to just use the word "fashion" without its cheesy counterpart) from a variety of angles: the best gear (lenses, lights and modifiers), shooting techniques, pre-shoot preparation (getting ideas/props/locations, finding and working with MUA's, stylists, models, etc), posing, lighting techniques, post-processing in Photoshop, photography business tips, and more. All in all, a nice compilation. I wouldn't recommend it to someone new to photography, as it would be wise to be grounded in the basics before getting too much to think about (so if you're still shooting on "P" mode, learn your gear first!). But for anyone a little further along the learning curve and wanting to lean towards fashion photography, this makes a nice resource, and contains plenty of tips to help you get started. Another book worth considering would be Siegel's Fashion Photography Course: Principles, Practice, and Techniques: An Essential Guide, which is a bit different: it's more brief, more "professional" (if you actually want to **BE** a fashion photographer), and a bit less directly applicable to generic portrait shoots.

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