



ERICA SERENA

PHOTOGRAPHER

FAMILY PORTRAIT  
EXPERIENCE INFORMATION







## HELLO!

Thank you so much for getting in touch about having your beautiful family photographed! I'm so excited to meet you!

I'm very much looking forward to sharing some ideas on how we can create a personalised photo shoot which reflects the love, happiness and togetherness of your family.

My style is quite relaxed in order to achieve natural photographs to last a lifetime.

During your family portrait photography experience, I focus on capturing the personalities and connections of the people I photograph by keeping your shoot interactive and fun.

Your family portraits after all, should be a true reflection of who you are, and not some stiff, posed and lifeless photos.

By using a playful approach, this ensures everyone will be relaxed and happy in front of the camera. And as I like to say, happy people are photogenic!

Thank you so much for expressing interest in my photography. Please have a read through this experience guide to understand how I can help you create timeless memories and custom products to celebrate your family's love, and to be enjoyed well into the future.

I look forward to hearing from you soon to book your shoot!

ERICA XX





## FAMILY PORTRAIT EXPERIENCE SHOOT - \$150

They grow up so fast... so let's make some memories!

Your family portrait experience shoot is a fun-filled, one hour adventure at a location of your choice. No stiff, boring poses here!

Throughout this information guide, you'll see some examples of gorgeous, personalised wall art as inspiration for your own family, to help you turn your house into a home.

This custom framed collection of 5 pictured here, consists of a hero centre piece fine art print which is 45x34 inches, and four complementing 12x12 inch prints. This collection is valued at \$4150 ready to hang and is available in a variety of sizes and orientations.

*Approximate overall size including frames and gaps is 230 x 110cm*

*\* Place an order of \$2950 or more on any products and receive all digital images on USB, as well as a personalised slideshow \**





## WALL ART

Available in a variety of finishes, with each piece ready to hang, to turn your house into a home.

Custom framing, canvas, framed canvas, metal and acrylic finishes are available for your personalised artwork. You'll have the opportunity to touch and hold some beautiful samples during your design consultation appointment to help you decide on the best finishes for your needs and home. These examples are just a small snippet of the options available.

You will also receive the matching digital image with any wall art order.

11x16 inches	\$550
16x24 inches	\$875
20x30 inches	\$1150
24x36 inches	\$1475
30x45 inches	\$1950

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**QUAD:** Canvas collection of 4, consists of equal sized canvas prints in 16x11 inches. Canvas prints can also be framed to add an extra dimension to your wall art. This collection is valued at \$2200 ready to hang.

*Approximate overall size including gaps is 75 x 75cm*



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## FINE ART ALBUMS

Fine art albums are handcrafted, layflat albums printed on beautiful fine art matte paper. The covers are fully customisable with several fabric materials and colours to choose from, as well as fonts and finishing choices.

Available in two sizes

- \* 8x8 inch with 20 photos  
PLUS 20 matching digital images - \$1600
- \* 10x10 inch with 20 photos  
PLUS 20 matching digital images - \$1950
- \* Additional photos \$30 each



*\* Place an order of \$2950 or more on any products and receive all digital images on USB, as well as a personalised slideshow \**





**TRIO:** 3 acrylic prints with a hero centre piece measuring 36x24 inches, and two complementing 16x24 inch prints on either side - \$3225 ready to hang and available in a variety of sizes and orientations.

*Approximate overall size including gaps is 190 x 61cm*

Acrylic prints are a unique way of showcasing your photos thanks to the vibrant and high gloss nature of the materials used. Guaranteed against discolouration, or UV-related fading for 30+ years.

*\* Place an order of \$2950 or more on any products and receive all digital images on USB, as well as a personalised slideshow \**





## TIMBER FOLIO BOXES

The timber folio boxes are handmade from beautiful Victorian Ash Australian timber, and hold multiple fine art matted prints.

The box features a suede insert with matching ribbon for easily removing the prints to swap and display.

Available in grey (top left), oak (right) and black.



\* 8x10 inch box with 15x 5x7 inch prints  
PLUS 15 matching digital images - \$1350

\* 11x14 inch box with 15x 8x10 inch prints  
PLUS 15 matching digital images - \$1850

*\* Place an order of \$2950 or more on any products and receive all digital images on USB, as well as a personalised slideshow \**





**DUO:** Custom framed fine art prints, measuring 20x30 inches each - \$2300 for this pigeon pair.

*Approximate overall size including frames and gap is 180 x 65cm*



*\* Place an order of \$2950 or more on any products and receive all digital images on USB, as well as a personalised slideshow \**





## PRINTS & ACRYLIC BLOCKS

### MATTED FINE ART PRINTS

Matted, fine art prints make the perfect gift. Printed on museum grade, fine art paper which is certified to last 75+ years, your memories will remain safe and ready to be enjoyed for many years.

5x7 inch print     \$100

8x12 inch print     \$120

\* You will also receive the matching digital image with any prints or acrylic blocks ordered.



### ACRYLIC BLOCKS (bottom left)

For high visual impact, nothing beats these modern, acrylic photo blocks! They truly look 3D, and since they're free-standing, no frame or hanging system is required. They're perfect to display your family, kids or pet photos on desks, bedside tables, tv units etc.

6X4 inch     \$220

5x7 inch     \$275

8x12 inch     \$325

\* Place an order of \$2950 or more on any products and receive all digital images on USB, as well as a personalised slideshow \*







**HERO:** Custom framed 45x30 inch print - \$1950

*Approximate overall size including frame is 135 x 96cm*

*"Erica Serena is an outstanding photographer. We absolutely love our beautiful portraits. I was a little worried about having a portrait taken but you brought the best out in both of us and the images are stunning. You have a great gift Erica. Thank you xxx"*

*Debora Brown*

*\* Place an order of \$2950 or more on any products and receive all digital images on USB, as well as a personalised slideshow \**





## DIGITAL

- \* Your entire collection of photos from your portrait photography experience, presented on USB - \$2350
- \* Your choice of 20 photos presented on USB - \$1750
- \* Your choice of 10 photos presented on USB - \$1250
- \* Personalised slideshow with your choice of 30 photos (for social media sharing, not suitable for printing) - \$450

*\* Place an order of \$2950 or more on any products and receive all digital images on USB, as well as a personalised slideshow \**





# HOW IT ALL WORKS



## HOW TO BOOK

That's really exciting! Thank you for trusting me to create some really special family heirlooms to be enjoyed by your whole family. First of all, let's book in a day and time for your one hour portrait experience! Let's chat locations and what you love to do as a family. Take into consideration any little one's routines and nap times when booking your shoot. We'll get the best light in the last hour before sunset, but if that won't work with your little ones, we can find a well shaded location for a morning shoot instead. Just call or email me to start planning and personalising your photo shoot.



## GET READY FOR IT!

Once we have a date booked in for your shoot, it's time to start preparing for it! I'll send you through some helpful info with suggestions on what to wear, what to bring and how to prepare for your shoot so you and your family have the best possible experience! You'll also receive a little questionnaire to fill in, so I can tailor your photo shoot to suit your needs and dreams, and so I can get to know you and your family better before we meet.



## THE DESIGN CONSULT

Within 10 days of your photo shoot, all your gorgeous photos will be ready to view during your personalised design consultation. I'll be there every step of the way to help you choose your favourite photos, and suggest the best way to display them. With specialised software, I can even show you what your photos will look like at various sizes in your home on your walls! And even at life size! This process is a fantastic way to make sure you're ordering the best size artwork for your home. A 50% deposit is required during the design consultation, and the balance is due upon collection of your order. Payment plans are also available.



## ARTWORK PICK UP

Your order will go into production straight away, and as soon as everything is ready to be collected, I will be in touch to arrange an appointment for pick up. As different products have varying turn around times, your order can take anywhere between 3-7 weeks. All your artwork comes with a lifetime guarantee, and is made from the highest quality materials available.





## LOVE NOTES

Erica did our wedding album for us over a decade ago and she did such a beautiful job, we decided we wanted her to do our family photos too. After the family shoot we were fairly concerned that she may not have had many opportunities to capture 'happy' moments as unfortunately our kids were having a REALLY off day. When we went to the photo review session the next day however, we were blown away. She had captured so many beautiful images of the tiny, happy moments that had happened in between the sulking and the angst. Throughout the whole shoot she was so bubbly and managed our disorderly children so well. Thank you Erica, you are a very talented Saint/miracle worker! We are so looking forward to picking up our photos!

LOVE, EBONY MILLER



THE MILLER FAMILY





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