



ERICA SERENA

PHOTOGRAPHER

MATERNITY & NEWBORN
PORTRAIT EXPERIENCE GUIDE





HELLO!

Congratulations on making the decision to not wait a moment longer to document such a momentous chapter for your family! And thank you so much for reaching out to me specifically to have your beautiful family photographed. I really appreciate it and I'm so excited to meet you all!

I'm looking forward to sharing some ideas on how we can create a personalised photo shoot which reflects the love, happiness and excitement this milestone brings to your family.

My style is quite relaxed in order to achieve natural photographs to last a lifetime. During your maternity and/or newborn portrait experience, I focus on capturing the connections of the people I photograph by keeping your shoot interactive and light.

My decades of experience in photographing many different people of different ages, means you can feel confident knowing you're in safe hands.

I've put together this maternity and newborn portrait experience guide to help you understand how together, we can create timeless memories to celebrate your growing family's love, and create custom products and artwork which will be enjoyed well into the future.

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

ERICA XX



MATERNITY OR NEWBORN SHOOT - \$250 each

Your family is about to embark on a new journey... so let's make some memories so you won't forget in a hurry the anticipation and excitement of meeting your little one, or how tiny they were!

The way their hands used to hold onto your fingers, those cute rolls, those tootsies you could almost eat! You'll blink and all of a sudden the first month with your new baby will feel like blur. And before you know it, this little human you created will become a toddler.

I don't need to tell you how time flies. You already know, and that's why you're here so I can help you remember one of the most thrilling times in your lives as your family grows.

Whether you're looking to do a newborn shoot on its own, or both maternity and newborn, it's such a significant milestone, and I would be honoured to play a part in keeping your memories safe and to be enjoyed for many years.

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.

Enjoy reading through it and if you have any questions, or you're ready to book in your shoot, please get in touch. I can't wait to meet you! Erica xx



QUIN: This collection of 5 acrylic prints, consists of a hero centre piece which is 45x30 inches, and four complementing 11x16 inch prints. This collection is valued at \$4150 ready to hang and is available in a variety of sizes and orientations.

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.

Approximate overall size including frames and gaps is 210 x 75cm

** Place an order from your newborn shoot of \$2950 or more and receive all digital images on USB from the shoot, 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

** Place a combined order from both your maternity and newborn shoots of \$4400 or more, and receive all digital images on USB, as well as a personalised slideshow **



QUAD: Canvas collection of 4, consists of equal sized canvas prints in 11x16 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 65 x 90cm

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FINE ART ALBUMS

Fine art albums are handcrafted, layflat albums printed on beautiful fine art matte paper.

They are a perfect way to tell your story from maternity to newborn and add to the collection for future family shoots. 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 a combined order from both your maternity and newborn shoots of \$4400 or more, and receive all digital images on USB, as well as a personalised slideshow **





TRIO: 3 custom framed fine art prints with a hero centre piece measuring 20x30 inches, and two complementing 16x24 inch prints on either side - \$2900 ready to hang and available in a variety of sizes and orientations.

Approximate overall size including gaps is 190 x 95cm

** Place an order from your newborn shoot of \$2950 or more and receive all digital images on USB from the shoot, 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. They are especially perfect to combine both your maternity and newborn shoots.

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 a combined order from both your maternity and newborn shoots of \$4400 or more, 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 from your newborn shoot of \$2950 or more and receive all digital images on USB from the shoot, 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 photos on desks, bedside tables, tv units etc, and are a fantastic way to start to build a collection over multiple shoots.

6X4 inch \$220

5x7 inch \$275

8x12 inch \$325

** Place a combined order from both your maternity and newborn shoots of \$4400 or more, and receive all digital images on USB, as well as a personalised slideshow **





HERO: Custom framed fine art 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 from your newborn shoot of \$2950 or more and receive all digital images on USB from the shoot, 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 a combined order from both your maternity and newborn shoots of \$4400 or more, 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 celebrate such a huge milestone! First of all, let's book in a day and time for your portrait experience. We can tentatively book your newborn shoot based on your due date and see how baby is progressing during your last trimester. For maternity shoots, we'll get the best light in the last hour before sunset, but if that won't work if you have other little ones to consider, 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.



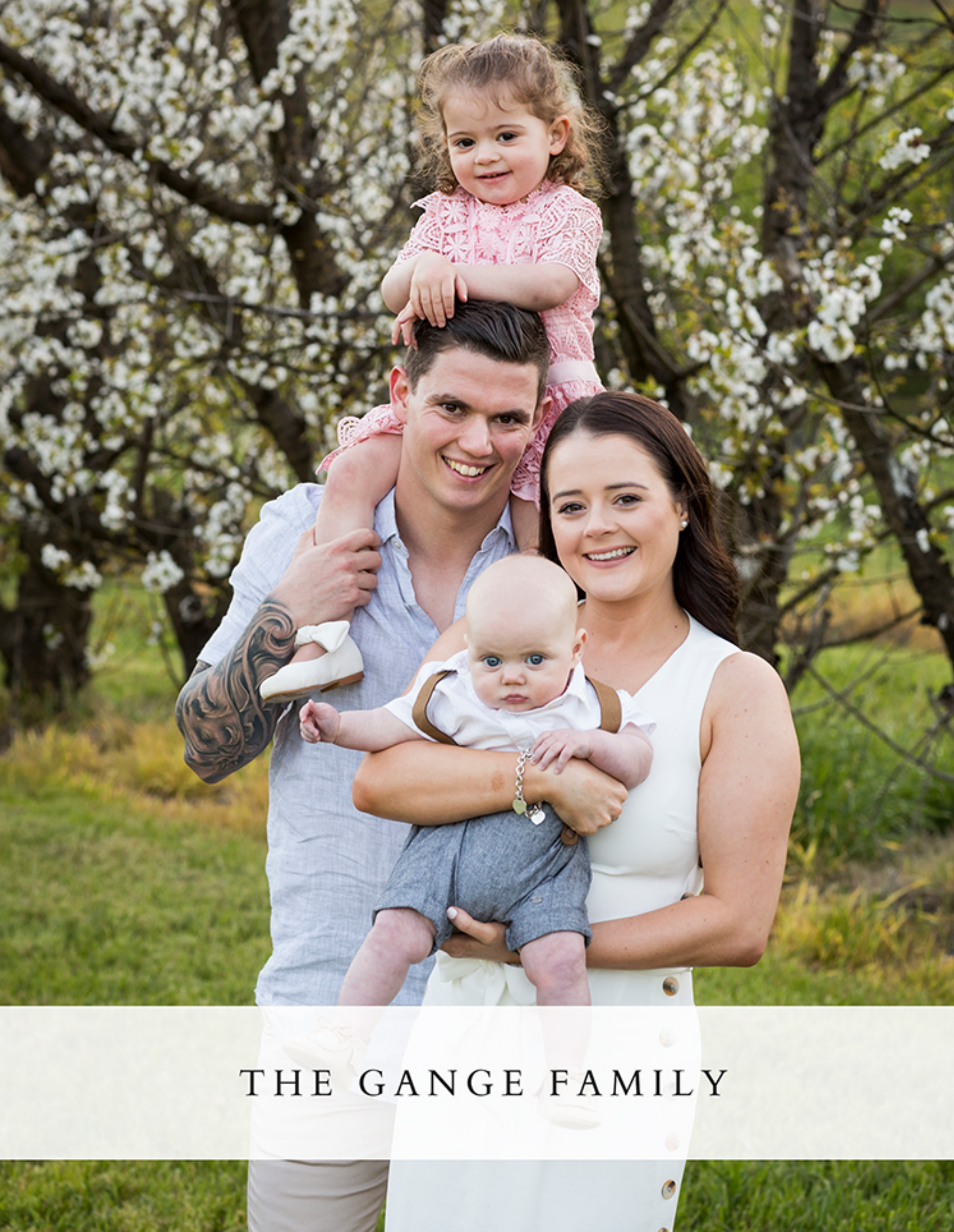
THE DESIGN CONSULT

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.



THE GANGE FAMILY

LOVE NOTES

I highly recommend Erica. Her work speaks for itself. It's timeless, elegant and captures the moment perfectly. Erica got my very shy daughter to run, smile and relax in our family photos and captured exactly what we were looking for! Erica is very professional, friendly and approachable, which made us all comfortable during our family photo shoot.

LOVE, TAMARA





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