



ERICA SERENA

PHOTOGRAPHER

MULTI GENERATIONS FAMILY
EXPERIENCE INFORMATION





HELLO!

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

I'm 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 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 just what you look like.

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 portrait experience guide, especially for extended families, to help you understand how together, we can create timeless memories to celebrate your 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



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





EXTENDED FAMILY PORTRAIT

EXPERIENCE SHOOT - \$250

You've all grown up and have families of your own, and Grandma has been desperately trying to get the whole family together for some extended family portraits. Let me help you create some memories for all the generations in your family!

Your extended family portrait experience shoot is a fun-filled, 1 to 1.5 hour adventure with your whole family at a location of your choice. No stiff, boring poses here!

I will capture not only a variety of extended family photos to include everyone, but also a mix of other combinations, including each individual family as well. By using an interactive approach, this ensures everyone will be relaxed and happy in front of the camera. And as I like to say, happy people are photogenic!

Throughout this information guide, you'll see some examples of gorgeous, personalised wall art as inspiration for your own families, to help you turn your house into a home. Grandma will be so happy to finally have her whole family displayed proudly on the wall.

Enjoy reading through it and if you have any questions, or you're ready to book in your shoot, please get in touch. Don't forget to also share this with the rest of your family. I can't wait to meet you all! Erica xx



QUIN: 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.

Wall art collections receive a 10% discount, so this set valued at \$4150, is yours for \$3735 and can be adapted to suit a variety of sizes and orientations.

** Place an order of \$2950 or more on any products, and receive your entire collection of digital images from your photo shoot **



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	\$575
16x24 inches	\$950
20x30 inches	\$1350
24x36 inches	\$1695
30x45 inches	\$2150
40x60 inches	\$3250

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QUAD: Canvas collection of 4, consists of equal sized framed canvas prints in 11x16 inches. Canvas prints can be showcased un-framed for a more clean and simple look.

Wall art collections receive a 10% discount, so this set valued at \$2300, is yours for \$2070.

** Place an order of \$2950 or more on any products, and receive your entire collection of digital images from your photo shoot **





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 options

- * 10x10 inch with 25 photos
PLUS 25 matching digital images - \$2195
Also includes \$200 credit to spend towards wall art
- * 10x10 inch with up to 45 photos
PLUS all digital images from your shoot - \$2950
Also includes \$300 credit to spend towards wall art
- * Additional photos \$60 each
- * 6x6 parent albums - \$395 each or 2 for \$695

** Place an order of \$2950 or more on any products, and receive your entire collection of digital images from your photo shoot **





TRIO: 3 acrylic prints with a hero piece measuring 36x24 inches, and two complementing 14x20 inch prints on the side.

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.

Wall art collections receive a 10% discount, so this set valued at \$3900, is yours for \$3510.

** Place an order of \$2950 or more on any products, and receive your entire collection of digital images from your photo shoot **



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 (bottom right) and black.

* 8x10 inch box with 15x 6x8 inch prints
PLUS 15 matching digital images - \$1750
Also includes \$100 credit to spend towards wall art

* 8x10 inch box with 25x 6x8 inch prints
PLUS 25 matching digital images - \$2195
Also includes \$200 credit to spend towards wall art

** Place an order of \$2950 or more on any products, and receive your entire collection of digital images from your photo shoot **



DUO: Custom framed fine art prints, measuring 20x30 inches each

Wall art collections receive a 10% discount, so this pigeon pair valued at \$2700, is yours for \$2430

** Place an order of \$2950 or more on any products, and receive your entire collection of digital images from your photo shoot **





PRINTS & ACRYLIC BLOCKS

MATTED FINE ART PRINTS

Matted, fine art prints make the perfect gift. Printed on smooth, velvety art paper, your memories will remain safe and ready to be enjoyed for many years.

8x10 inch print - \$150

Buy 10 prints and receive a bonus \$100 credit towards wall art - \$1350

* 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 \$245

5x7 inch \$295

8x12 inch \$375

* Place an order of \$2950 or more on any products, and receive your entire collection of digital images from your photo shoot *



MONTAGE FRAMES

Montage frames are a great choice when it comes to displaying a collection of family photos. Particularly a series which beautifully flows together, like the examples here. Available with 3, 4 or 5 photos per montage, and in two sizes.

TRIO:

12x24 inch prints - \$1100

16x33 inch prints - \$1500

QUAD:

24" square prints - \$1500

30" square prints - \$1750

QUIN:

11x26 inch prints - \$1350

16x40 inch prints - \$1850

You will also receive the matching digital images with your montage. Sizes are an approximate overall print size, plus mat board and frame.

** Place an order of \$2950 or more on any products and receive your entire collection of digital images from your shoot **





DIGITAL

- * Your entire collection of photos from your portrait photography experience - \$2450
- * Your choice of 20 photos - \$1950
- * Your choice of 10 photos - \$1350

** Place an order of \$2950 or more on any products, and receive your entire collection of digital images from your photo shoot **



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 so many generations in your family! First of all, let's book in a day and time for your extended family portrait experience! Let's chat locations which will suit your whole 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 any 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 (this is extremely important for an extended family portrait shoot, and requires brainstorming, organisation and communication, so don't leave it till the last minute!), what to bring and how to prepare for the shoot so everyone can have the best experience! You'll also receive a questionnaire to fill in on behalf of everyone, so I can tailor your photo shoot to accommodate everyone as best as possible, and so I can get to know you and your family better before we meet.



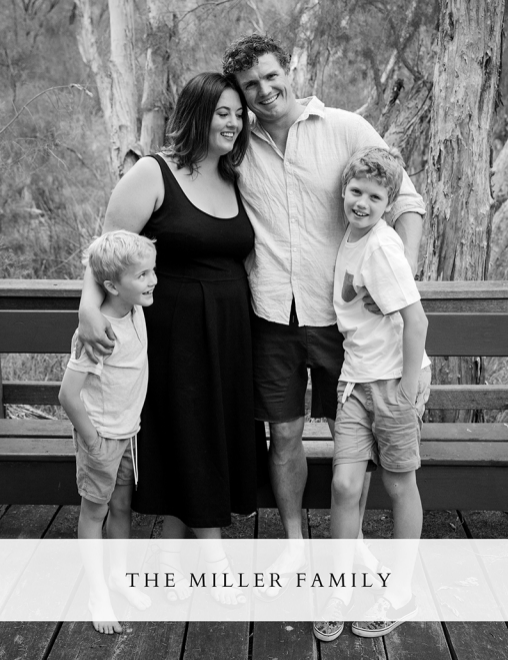
THE DESIGN CONSULT

I know it's a challenge to find a day for the photo shoot to suit everyone, so for convenience, I offer a same day design consultation appointment while everyone is already together. It's best to divide and conquer, with all decision makers to attend the design consult, and others to look after kiddos between the ages of 6mo - 8yo. I'll be there to guide you all and 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! 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 MILLER FAMILY

LOVE NOTES

It had been the best part of a decade since our last family photos with Erica, and our third experience with her, as she also photographed our wedding. I thought she was a miracle worker last time, with two small boys who were crabby and wanted to wrestle, but she still managed to capture the brief moments of beauty and joy. Well, you'd think it would've got easier, but apparently teenagers aren't all that pumped about family photos either! Erica chatted to the boys, asked them questions about things they were interested in, and really worked to engage them and make them feel comfortable. It really shows in how natural and happy they look in the photos. And that's not even mentioning how patient she was with our little newborn. Thanks Erica for again, third time in a row, finding the magic in our day and turning it into something beautiful we can keep forever.

LOVE, EBONY MILLER





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