

Get stylish and perfect your technique in maternity and boudoir photography

Sweet and sizzling

Some portrait clients are looking for a special kind of attention. When you enter the maternity or boudoir market, you've got to set the right tone and show her off to her best advantage. Take a look at these items to help you succeed in this niche.



OFFERED BY: HB PACKAGING

The **BOUDOIR COLLECTION** from HB Packaging comprises 15 5x7x1/2-inch boxes, five 8x10x1/2-inch boxes, 10 DVD cases, 25 small totes and five medium totes. Mix and match colors, patterns and textures: black velvet, razzle berry, pink pearl, red ribbed, white pebble, titanium and platinum. Add coordinating tissue paper, stretch bows, ribbon and fabric ribbon in several colors and patterns, among them polka dot, damask, metallic and animal prints (prices for add-ons vary). **PRICE: BASIC SET \$130. h-bphoto.com**

OFFERED BY: THE ART OF PREGNANCY AND NEWBORN (TAoPaN)

TAoPaN's beautiful new line of maternity session attire is called **MAMATHREDZ**. Three popular designs are the ALLmama (\$95), a simple strapless long gown with a sheer skirt (use a fan and blow it away!); the HOTmama (\$95), a halter-top gown with a sheer skirt that will flatter any woman; and the SIMPLEmama (\$54), a full-length skirt and bra top in sizes for every figure. These pieces reveal just enough to let the beauty of the mother-to-be shine through. **PRICE: \$54 AND \$95. theartofpregnancyandnewborn.com**



OFFERED BY: KISS WEDDING BOOKS

KISS WEDDING BOOKS will simplify your album ordering and increase your profits. The company sells just one product, the KISS Book, available in four sizes (4x4, 8x8, 10x10 and 12x12 inches) and seven colors. One digital template works with all sizes. Prices available to registered users. **kissweddingbooks.com**



OFFERED BY: THE BOUDOIR DIVAS

THE LIGHTING AND SHOOTING DVD is an hour-long class on boudoir photography. The divas demonstrate four lighting setups with three clients, and reveal the strategy behind their popular style of intimate photography. The DVD comes with an illustrated 30-page guide. **PRICE: \$275. theboudoirdivas.com**

OFFERED BY: DESIGN AGLOW

The Design Aglow **BOUDIE CALL: BOUDOIR COLLECTION** set includes customizable PSD files of label templates for all four sizes of Finao portfolio boxes (8x10, 10x10, 13x14 and 11x14 inches), and three print-ready designs with space for your own logo. All of the Design Aglow products here are compatible with Photoshop CS3 and later and both Mac and Windows platforms. **PRICE: \$50.**

The companion **BOUDOIR ALBUM TEMPLATE** for press-printed and coffee-table books and promos is suitable for any company's albums. The set includes a cover page design and 30 creative layouts in adjustable 10x10-inch templates. The templates come as layered PSD files and the bundled actions make layout a breeze. **PRICE: \$65.**

Design Aglow's **INSPIRE ME** card line with images by several well-known photographers includes a boudoir posing guide that comes as a set of 56 colorful, downloadable PDF files, each one featuring a different pose and setting. Taken by leading photographers, the tasteful yet sexy images feature individual females as well as couples. You can view the files on your monitor or iPhone or print them onto 3.5x5-inch card stock. **PRICE: \$75.**

The Inspire Me **MODERN MATERNITY POSING GUIDE** has 40 illustrated ideas on posing and locations for maternity sessions in PDF format. Print out in full color or use them as a gallery on your monitor or iPhone for quick reference. **PRICE: \$50. designaglow.com**

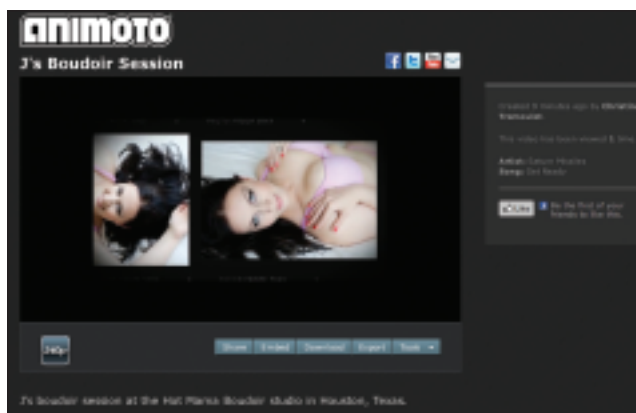


©Christine Tremoulet/Hot Mama Boudoir



OFFERED BY: PRODPI

ProDPI produces a variety of **PRESS BOOKS**. You can get a 10x10 lie-flat-style book with semi-gloss pages and one of the new Fusion Covers, and a luxurious silk-cover book with felt pages. There are styles, sizes, materials and fabrics in all price ranges to maximize your profits and your clients' budgets. A coordinating pocket-size mini-accordion album makes a lovely surprise for your client to slip into the pocket someone special. Simply select 10 images and drag them into the ProDPI ordering interface. **PRICE: ALBUMS START AT \$15.75, ACCORDION AT \$6. prodpi.com**



©Photos in slideshow by Christine Tremoulet/Hot Mama Boudoir

OFFERED BY: ANIMOTO

The award-winning **ANIMOTO PRO** software for professional photographers lets you instantly combine still photos, video clips and music into one-of-a-kind videos on the Internet for your clients. It's the same sophisticated editing technology used in television and movies. The Animoto music library stocks over 1,000 commercially licensed songs for your use. Custom video—what a great product for your boudoir clients to give their special someone, and a little tease to leave them wanting more when it's time to order, including a personal slideshow on DVD. **PRICE: \$39/MO.; \$249/YR. animoto.com**

OFFERED BY: BOUDOIR BUSINESS BOUTIQUE

This suite of products from the **BOUDOIR BUSINESS BOUTIQUE** includes marketing, design and educational materials for budding boudoir photographers. **THE MARKETING COLLECTION** includes after-sale, add-on 5x7 folded cards in Hawt Pink or Sultry Blue, with design and text templates, a referral plan card, a rep card, and after-the-sale card templates to aid in client communication from first contact to post-sale. **PRICE: \$75.**

The **COMPLETE BUSINESS COLLECTION** is a 13-piece set with everything you need to get your business up and running, including a business card, client information guide, investment guide, and boudoir photography business wording guide. All pieces are completely layered Photoshop files for easy customization and coordinate with one another for uniform branding. Informational pieces can also be used as online booklets for a paperless approach. **PRICE: \$200.**

"A COMPLETE GUIDE TO BOUDOIR LIGHTING" has more than 200 images, lighting diagrams and pull-back shots demonstrating everything from lighting basics to advanced techniques in an easy to follow format. This manual is all you will ever need for shooting boudoir photography and creating beautiful images. **PRICE: \$250.**

The **"COMPLETE POSING GUIDE"** includes posing guidelines that are designed to be the most flattering to all women, regardless of body type or comfort level. Containing over 300 pages, the poses are tried, tested and true and will get you started, keep your shoots flowing efficiently, and enable you to capture more than enough poses and looks to fill an album. **PRICE: \$150.**

boudoirbusinessboutique.com



OFFERED BY: ARTSY COUTURE

Artsy Couture's signature product line, **GALLERY BLOCKS**, is super-hot right now, and available exclusively to professional photographers. Blocks are laminated prints permanently adhered to wooden frames. Available in any size, Gallery Blocks can be hung singly, grouped in various sizes, or grouped to "float" on a single board. **PRICE: FROM \$31.99.**

artsycouture.com ■

See more from Robyn L. Pollman at paperieboutique.com and buttonsandbowsphotography.com.