

# News Flash

## FALL COLORS ARE ALMOST HERE



It's that time of year again, when everyone starts thinking about getting their family photo taken. Whether they are doing this in anticipation of including a photo with Christmas cards, for a new framed photo on the wall, or simply to have a new photo to add to the bookcase, this gets to be a busy time of year.

Fall colors are beautiful, but it depends greatly on the available lighting, a great location and a quickly passing time of year as the colors change. If you wait too long, bright orange turns to rusty brown and you have missed your chance. If you are too early you get too much green with only a smattering of color.

Do you want to convey a fun, lighthearted feeling? A sedate, regal one? Think about your family members and their personalities, and devise a portrait theme that will allow their individuality to shine. After you've chosen a theme or a feeling, the rest of your decisions become easier.

What should family members wear in a family portrait?

It's important to create a unified look within your family. This allows the viewer to focus more on your faces than on what you're wearing. You don't necessarily have to all wear the same exact color to achieve this. You can coordinate complementary colors of your family's clothing or you can simply choose various shades of one color. In general, stick with neutral solid colors in simple cuts that are relatively free of details and embellishments. Avoid bold prints and patterns as they can be distracting and don't always photograph well.

## Coming Events

\*Visit our website for event details or call 610-641-9025.

### September & October

#### HOLIDAY PORTRAIT SALE

Call early to schedule for this in-studio offer. 50% off custom framing for wall portraits 16x20 up. This is our biggest savings of the year on family portraits.

#### September (all month)

#### BACK TO SCHOOL

##### SNAPPY SESSION

An old school desk with an apple for the teacher, vintage books from the bookshelf, and your little ones dressed in their new school clothes. These will be portraits to treasure for years to come.

NO SESSION FEE and only \$20 per sheet when you place your order online.

#### October (various dates, call)

#### FALL COLORS

The kids have started school. The temperatures are dropping. The apple orchards are full & the leaves are all turning beautiful colors. This is one of the prettiest times of the year to make an outdoor portrait. Are you past due for a family portrait?

#### December 3

#### HOLIDAY FRAMING DEADLINE

All framing orders for Christmas delivery must be placed by this date.



#### FUNDRAISING OPPORTUNITIES

Call us to chat about how we can help your group, club, school, or non-profit organization. We've got some fun ideas for you.