

BOUDOIR IS BACK!

WHY IT'S HOT
AND WHAT YOU
SHOULD KNOW.





Our society is filled with images of beautiful women. They are on TV and film, on billboards, in magazines and on the Internet. Even walking through the mall, you'll notice sexy photos of models in store windows. They are just about everywhere. The images in the media can be intimidating for some women. The girls on the big screen are gorgeous bombshells that have been primed and preened to perfection by a team of stylists, make-up artists and personal trainers. Sometimes, these perfected images can lead to body image and self-esteem issues as regular girls and women strive to live up to this idea of beauty and perfection. The thing is that every woman has the potential to look just as beautiful and glamorous as the women in media. The opportunity exists through boudoir photography.

What is Boudoir Photography?

Boudoir is a French word that translates into a woman's private sitting room, dressing room or bedroom. So, boudoir photography is a private session that reveals a woman's beauty without distractions. With the right photographer, the sessions can be fun and girly, sweet and sexy, and depict a little bit about your personality and relationship.

Boudoir Has Changed

In the '80's and '90's boudoir photographers gained a reputation for being cheesy and distasteful. Well, all that has changed! Today, with the right photographer, boudoir photography can be contemporary, classy and fresh. The style now is for images that look like they came from the cover of Vogue or W magazine instead of a men's magazine. Women are looking for a photographer that can emulate these stylish images and make them look their best. Today's contemporary photographers are using flattering poses, glamorous and sometimes dramatic lighting as well as hair and make-up artists to offer these images to their clients.

Who Should Do It?

Brides are loving boudoir! Brides are looking for a creative and unique gift to give her fiancé on their wedding eve. Imagine the groom's surprise as he opens a box featuring a classy, stylish album of photographs of a sexy woman as his pre-wedding gift...and that woman is his bride-to-be!

Often though, boudoir clients are single or already married women looking for a confidence boost. For a photographer, there is nothing better than helping a woman rediscover her inner and outer beauty through portraits.

Military wives are also embracing boudoir photography as a way to stay romantically connected to their man serving overseas. Some boudoir photographers may offer military discounts or special packages for wives of deployed servicemen. There can't be a better way to keep your soldier motivated than with romantic and classy photos of his beautiful wife!



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How Is It Presented?

There are many different ways to package and present boudoir images. Canvas wall portraits for the bedroom or a discreet album are just a few. There are even many different album styles including matted art books and magazine style layout flushmount albums. Some photographers will also offer slideshows as an add-on item.

Body Image

It's probably safe to say that all women have a part of their body that they wish they could change as well as a few that they love. It is the job of the photographer to highlight each woman's best features while minimizing her least favorite. With flattering poses and lighting, every woman can look her best and overcome any body image issues while seeing herself in a new way. Every woman deserves to see herself and have her fiancé, husband or loved one see her at her best too.

Whether you are a size 2 or 20 does not matter. Every woman is beautiful and can capture that beauty and give it as a gift to her man or even herself.

Modesty

Each woman and even each photographer has a different comfort level with nudity. Some photographers create fine-art nudes as boudoir; some photographers keep the sessions more modest with less or no nudity. Boudoir photography is an art form and there will be a wide range of styles. Be sure to choose a photographer whose work reflects your style and personality and who you are comfortable with.

Privacy

By federal law, photographers own the rights to any images that they create. However, if you would prefer to keep your images private, a professional will allow you to either opt-in or opt-out of a model release. If you do not want your photographer to use the images on their website, marketing materials or any other use, be sure to check the paperwork before you sign so you can maintain your privacy if you wish.

Sessions with Girlfriends

Boudoir marathon sessions are scheduled days that a photographer sets up for a group of women to all have their sessions done on the same day. Each woman is scheduled at her own time slot, but some women stay for each other's sessions to girl talk and support each other. These days can be very fun as bachelorette parties, birthday parties or just because.

What Should You Wear?

Usually boudoir photo sessions are designed around lingerie and other sexy outfits. It gives you a great excuse to go shopping for something extra special! High heels are usually brought to a session too since they extend the leg and make every woman look better!



Photo by: Mark Dennis

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Some girls bring their favorite bikini, tank tops and boy shorts or other items. Consider bringing an item of your man's like his favorite sports team's jersey, his army jacket or favorite tie. You can use these things to cuddle up in for your photo session and they add a personal touch to the photo shoot. Props like boas, funky fabrics and even plain white sheets can add fun and personality to your session.

Location

Each photographer will have ideas or locations that they offer clients. Some photographers may prefer to work in a studio. Some may be willing to set-up the session in your home or at a nice hotel. Boudoir can even be done outdoors at the beach or park, but offers less privacy. The location will need to reflect the style and taste you prefer as well as the photographer.

Styling Hair and Make-Up

Make-up artists and hair stylists often work closely with photographers. Your photographer may be able to recommend a stylist to you or even include it in their boudoir packages. Typically, hair is kept soft and natural and make-up is sexy and glamorous.

Retouching

Since most professional photographers are now using the latest high definition digital cameras, they probably offer retouching as a service to their clients. So, if you wake up on the morning or your photo session with a blemish, don't worry about it. Skin imperfections and other distractions can be digitally airbrushed. Retouching fees may or may not be included in the price. Check with your photographer. Remember though - the point of retouching is not to make you look like someone different. It is to make you look like yourself at your best.

If you are considering boudoir photography, you are not alone. Most women have thought about it, but just haven't found the right photographer and style for them. All women want to look and feel glamorous if not for their man, then for themselves. Boudoir photography is empowering. It gives women confidence in their every day lives when they see just how gorgeous they are, just as they are...without distractions.

Jennifer Brum is a wedding and portrait photographer based in Jacksonville, Florida. She specializes in work that is fresh and creative and focuses on boudoir, engagement, wedding and family photography. She is a Certified Professional Photographer and serves on the board of directors of the Professional Photographers Society of North Florida. She is also an active member of Florida Professional Photographers and Professional Photographers of America. **WR**

A gallery of her boudoir work can be seen on her website. She can be contacted directly at (904) 382-7255. www.peakromancephotography.com

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