

Dear ,

Last week I was in Venice for a photography workshop. One part of it was an editorial fashion shoot—something I have zero experience with. But I like challenges. How else do we learn?

So when it was my turn, I asked the model how she felt in the dress, what kind of story she imagined wearing it, whether there was a character behind it. She clearly like that idea, and we shared some thoughts on the story. Which each change of location, when it was my turn, she told me what she envisioned for that particular scene. She's an actor, so that made it easy and fun.

I thought we were doing something awesome there.

But then I started talking to the instructor about this, and he explained to me that editorial shoots don't work that way. The brand defines the story together with the art director, they choose the model to match that story. So the model is simply there to fit the concept.

I suppose that makes sense for commercial fashion. But for me? That approach feels very, I don't know, just off.

If the person in front of the camera isn't part of the story—if they don't get to see themselves in it—then what are we really doing?

That's not a rhetorical question. I genuinely don't know how to make photos that way.

Why this matters

When you work with me, *you* are the story.

That doesn't mean I hand over the entire process or expect you to arrive with a concept. Yes, I do ask you to make a Pinterest board with images you like. But only because this helps us to build the experience around *you*. How you want to feel. What you're comfortable showing. What you want this experience to bring into your life.

And you decide how that story is told after your photo session.

How and whether you share your images is part of the story too

Many people aren't sure how they can share their images. Of course, you can just keep them on your phone or your computer.

But why cut the story short there?

That is why I offer [packages](#) with an album and/or wall art included. Because there are so many beautiful ways to share, even if only with yourself. Instead of the cold images on your screen, you could have them printed in so many amazing ways. This [blog post](#) gives walks you through a few possibilities.

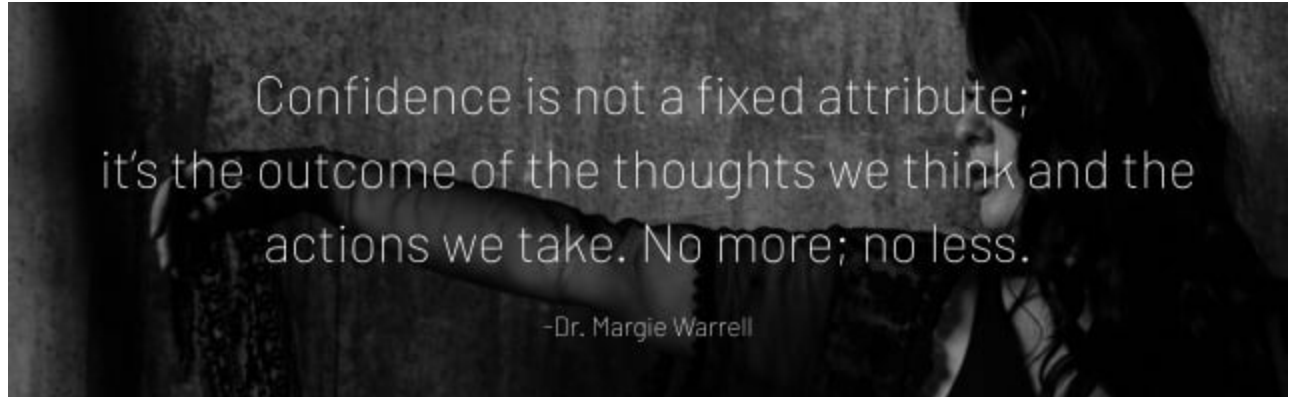
If that's something you want more of

Are you already planning a session? Or just letting the idea sit in the back of your mind?

In any case, I hope I gave you something to think about.

What **caught my eye** on social media this month.

When scrolling on social media, I saw this quote and I really liked it. It was a simple reminder that the most important relationship you'll ever have is the one with yourself.



My month in 3 images



As always, thank you for being a part of my journey.
Embrace your unique beauty, and let's continue to celebrate ourselves together.

Caroline



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