

SANTORINIDRESS · FOUNDED 2016

THE PHOTOSHOOT PLANNER

Everything worth knowing before your shoot in Santorini: how the hour actually unfolds, what to bring, what to leave at the hotel, and how far ahead to book.

CHAPTER ONE

WHAT ACTUALLY HAPPENS IN AN HOUR

An hour is what most people book, and it's the version we'd suggest if you're choosing blind. Roughly fifteen minutes of it goes on changing, at the start and again at the end, which sounds like a lot until you've watched a long train being got into place. The rest is shooting.

How many locations you get out of that hour has almost nothing to do with the schedule and everything to do with you. Someone who moves quickly and doesn't mind a staircase can cover five to seven. Someone taking their time, stopping to look, changing their mind, will do two or three, and the photographs are no worse for it. Wind is the other variable: on a properly gusty afternoon a single frame can take several attempts, because the dress does what it wants and we wait for the moment it behaves.

One thing that surprises people is that a location isn't a drive. Two spots ten metres apart can give completely different photographs, since a whitewashed stairway and a caldera edge can be neighbours, and both count as separate looks. You'll cover much less ground than you expect and come home with more variety than you expect.

30 MINUTES

Express. One or two setups. Best if you already know exactly what you want.

1 HOUR

The classic. Room to warm up, and most people need ten minutes to stop being nervous.

2 TO 3.5 HOURS

Several dresses, several parts of the island, hair and makeup included.



CHAPTER TWO

THE PACKAGES

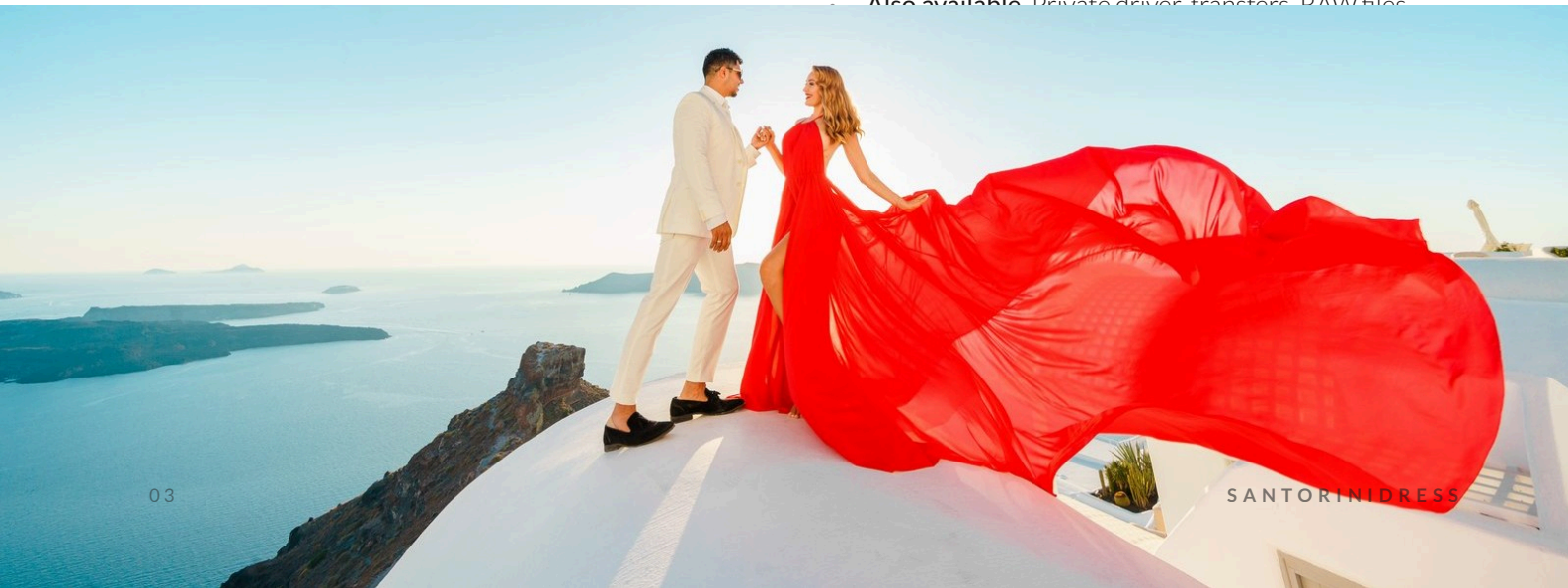
Individual and couple shoots in Santorini. Every package includes all locations, none of them priced separately, and every photograph we take with colour correction, minus technical rejects.

PACKAGE	PRICE	DURATION	RETOUCHED	EDITING	DRESSES & INCLUDED
Express	€370	30 min	3	up to 30 days	1 plain dress. Hair, makeup and slo-mo optional.
Mini	€570	1 hour	8	up to 30 days	1 plain dress. Hair, makeup and slo-mo optional.
VIP	€1350	2 hours	30	up to 10 days	2 dresses, any. Hair and makeup plus slo-mo video included.
Exclusive	€2500	3.5 hours	60	up to 10 days	4 dresses, any. Hair, makeup, slo-mo and private driver included.

A plain dress means any dress with a rental price up to €100; anything above that is available as an upgrade. Editing time is counted from the moment you've chosen your photographs, not from the day of the shoot. An assistant to help the dress fly is part of every package, so you never need to add one.

WORTH KNOWING ABOUT

- **Additional hour, €310.** Adds 6 more retouched photographs, on top of everything the extra hour produces.
- **Additional dresses.** Plain €100, ombré €150, fluffy or glitter €190.
- **Video.** Reels for Instagram €120, short slo-mo clip €50, full videoclip from €750.
- **Faster editing.** Seven days €150, three days €210, both with previews in one to three days.
- **Also available.** Private driver, transfers, RAW files



CHAPTER THREE

WHAT TO BRING

None of this is fussy. It's the short list we've put together from a decade of noticing what people wish they'd packed, usually about twenty minutes into a warm afternoon.

- **Water.** More than you think, especially in July and August.
- **A small hand fan.** Plenty of people bring one, and on the hottest days you'll be glad of it between locations.
- **A towel or wipes.** Most people get warm, and it tends to show on camera before it shows to you.
- **Powder, or powder wipes.** Same reason.
- **Comfortable shoes** with grip, easy to slip on and off. You'll be barefoot for most frames and walking between spots in between.
- **Nude underwear.** The fabrics are light and the sun is behind you more often than not.
- **A hairbrush and clips.** The wind that makes the dress fly does the same to your hair.
- **Sunglasses that suit the dress.** Less a style note than a practical one: in bright light a lot of people simply can't keep their eyes open, and the right sunglasses save half the frames.
- **Safety pins.** Small, weightless, and occasionally the thing that saves an outfit.



CHAPTER FOUR

WHAT TO LEAVE AT THE HOTEL

- × **Heavy or large bags.** Whatever you bring, someone carries it up and down stairs for the whole session, and that someone is usually you.
- × **Heels, and any smooth soled shoe.** The paths here are stone, often polished by a few million visitors, and people do fall.
- × **Shoes that are a struggle to get on and off.** You'll be doing it at every location.
- × **Double sided tape.** This is the one thing we ask outright, because it damages the fabric and the dresses don't recover.
- × **Anything valuable you'd hate to lose.** A shoot moves quickly across several spots and nobody is watching the bags, so jewellery you're not wearing is safer in the room.
- × **Food that melts.** Chocolate and a Santorini afternoon have never once ended well.

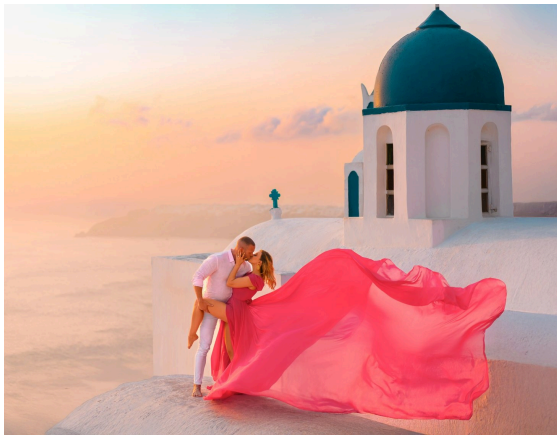


CHAPTER FIVE

WHEN TO BOOK, AND WHAT HAPPENS AFTER

Same day bookings do happen and we do take them, but you're choosing from whatever is left, which usually means fewer dresses, fewer time slots and a shorter list of photographers. A fortnight ahead is comfortable. In high season, earlier is better, and bookings made the day before or on the day carry a 15% surcharge.

To hold a date we sign a contract and take a deposit of 40 to 60% by card, which reserves the date for you and for your photographer.



AFTER THE SHOOT

1 **Within 10 days** you receive every photograph we took, colour corrected, in high resolution. Not a selection: everything, apart from technical rejects.

2 **You choose your favourites** for artistic retouching, as many as your package includes, and send us the file names.

3 **The finished images arrive** at full resolution by Dropbox link. Editing takes up to 10 days on VIP and Exclusive, up to 30 on Express and Mini, counting from the day you choose.

Extra retouching can be added at any point: basic skin work €10 per photo, full artistic retouching €20.

ONE LAST THING

ABOUT SUNRISE

People ask for sunrise shoots constantly, and on Santorini we'll talk you through why we don't do them. The sun comes up behind the caldera, which means the whole west side of the island, so Oia, Imerovigli and every view you came here for, sits in the island's shadow until about 8 or 9 in the morning. You'd get a soft grey photograph of a spectacular place. From then on the morning light is superb, bright and crisp, and we recommend it just as much as the evening and sunset.

What makes these frames work is bright directional light: the kind that gives the fabric its sheen and the whitewash its edge. So we shoot when the light is actually on the island. It's the single most useful thing to know when you're planning your day around a session, and it's worth asking any photographer here the same question, whoever you end up booking.

Tell us the dates you'll be on the island and we'll come back with the hours that are still open, and which of them the light is best in.

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We also shoot in Italy, Mykonos, Rhodes, Dubai, the Maldives, Egypt, Mexico, Hawaii, Tenerife and Barbados. The planning above holds; only the light changes.

