

Esther Kay Studio  
Maternity  
*Prep Guide*





# *Table of* CONTENTS

01 About the Studio

---

02 Wardrobe

---

03 Skin, Nails, Hair, and More...

---

04 What to Expect

---

05 Invest In Your Memories

---

06 Photography Setups

---

07 Next Chapter

# ABOUT OUR STUDIO



Esther Kay Studio is a luxury photography space dedicated to capturing the beauty, strength, and elegance of motherhood and womanhood through fine-art portraiture. Every detail of our studio has been intentionally designed to offer a calm, creative, and confidence-building experience from the moment you walk in.

Our studio features thoughtfully curated sets, premium wardrobe selections, professional hair and makeup, and a comfortable private viewing room — all crafted to make you feel your absolute best.

Each portrait session is a journey of self-discovery and celebration. Whether it's maternity, motherhood, or an intimate portrait experience, our goal is to create art that reflects your individuality and strength.

With years of experience photographing women and families across the Bay Area and beyond, we've witnessed how a portrait session can transform not just how you look — but how you feel.

At Esther Kay Studio, this isn't just a photoshoot. It's a moment to pause, honor your story, and preserve your legacy through art that will be cherished for generations.



# WARDROBE

## *DON'T STRESS ABOUT IT*

At Esther Kay Studio, we believe every maternity session should feel effortlessly elegant and beautifully styled. Our exclusive Client Closet features a curated collection of over 100 fine-art gowns, draped fabrics, and couture accessories — each hand-selected to complement our signature aesthetic and ensure every portrait feels timeless and refined. From ethereal chiffon gowns and luxurious silk wraps to statement pieces designed for dramatic lighting and movement, our collection offers something truly special for every expecting mother.

These personal touches, paired with our carefully styled wardrobe and expert guidance, help us create images that are effortlessly flattering, deeply personal, and uniquely you — a celebration of motherhood in its most radiant form.

### **MUST- HAVES**

Nude strapless bra · Nude underwear · Nipple covers · Robe · Slippers

### **OPTIONAL ITEMS**

Jean jacket · Oversized blazer · Calvin Klein sets · Nude or black heels · White sneakers

To enhance your experience, we recommend bringing a few personal essentials and optional styling pieces that allow for variety and comfort during your session.



# Hair Nails Skin & More...

## **PLAN AHEAD**

Nothing puts a damper on a fun and relaxing session like feeling rushed or late! You should plan for traffic and arrive 15 minutes before your scheduled start time.

## **PAMPER YOURSELF**

Use this as an opportunity to pamper yourself. Go a few days before your session and get a manicure and pedicure! This will give you a finished, polished look. To keep things timeless and sophisticated, opt for a neutral nail polish—classic French tips, soft pinks, nude shades, or a sheer gloss work beautifully and won't distract from the focus of your photos. Avoid bold or dark colors and chipped polish as this can take away from the overall refined look.

## **WEAR SOFT, LOOSE CLOTHING**

To ensure your skin looks flawless and free of unwanted lines, it's best to wear soft, loose clothing for a few hours before your boudoir session.

## **PREP YOUR HAIR**

For the best results, wash and dry your hair the night before your session to ensure it's fresh, clean, and free of buildup. Avoid applying any styling products such as hairspray, mousse, or heavy oils, as these can make the hair stiff, or difficult to style. Arriving with a fresh, natural base will make the styling process much easier and help your hair look flawless in your session! Also, wash and prep extensions that you will wear for the day. If you have curly or textured hair ensure the proper prep is done the morning of the session. If you are not sure what to do, please feel free to reach out for guidance. We are here to make your experience as smooth as possible.

## **TRUST US**

Our job is to make you look amazing, and that's exactly what we'll do. We know how to make you look good with killer poses, strategic lighting, and appropriate camera angles. We've worked with EVERY body type.. Don't stress (easier said than done; we understand.)

GET YOUR BEAUTY SLEEP  
Seriously... We can't fix "tired!"

# WHAT TO EXPECT...



## **A COUPLE DAYS BEFORE YOUR SESSION**

You can expect to receive a confirmation text from us, just making sure we are on the same page about your appointment start time, and our location.

## **ON THE DAY OF YOUR SESSION**

Your hair and makeup will be done by our resident hair & makeup artist. Please arrive with your face clean, makeup free and moisturized, and your hair dry and ready to be heat-styled when you arrive. Wear loose-fitting clothing while you get your makeup done.

*Please let us know if you have any skin allergies in advance of your appointment. If you have allergies, please bring your favorite products.*

## **ONCE THE SESSION BEGINS**

You can expect us to give you tons of encouragement and direction.

We will not expect you to supermodel pose throughout your shoot instead we will guide you on every pose.

The poses generally aren't very comfortable, and your shoot will give you more of a workout than you anticipate. We assure you, we know what we're doing. Drink lots of water the day before and the day of your session. Try to stay off your feet as much as possible.

## **YOUR SESSION TIME**

This will fly by. That's a good thing! That means it wasn't awkward or boring. Just the right amount of fun! We do run a tight ship at the studio in regard to our schedule, so you'll most definitely be out on time, but never early. Typically clients spend 1 hr and 30 min getting glammed, over 1 hr goes for your Maternity session, and another hour we spend to select your favorite portraits.



### **WITHIN 3 MONTHS**

All of your purchased artwork will be ready for pick-up at our studio, and sometimes even sooner! We will send you a sms letting you know when your artwork is ready and a member of our team will help you schedule your pick-up appointment with us.

### **ORDERING SESSION**

This will happen on the same day of your photo session where you will see all the incredible portraits taken and can order whatever collection you wish at this time. You should be prepared to place your full order on the day of your ordering session. Most clients find themselves upgrading their collection, and also purchasing a piece or two of wall art. We will show you a slideshow of your shoot before diving in to review your entire collection of at least 40-60 portraits. You'll have an opportunity to touch and feel all of our printed artwork. If your package included a credit, your art director will explain your options to use the exact credit, or to apply your credit towards an upgraded collection and/or other artwork if you desire. We know you're going to love your portraits, and the reveal is so much fun. We can't wait to share your portraits with you!

# INVESTING IN YOUR MEMORIES



## CUSTOM HAND MADE ALBUMS

Our ALBUMS are the most popular option among our clients. They are hand made in Europe and can be customized and personalized for you.



We create the highest quality products to enhance your experience. The artistry in our work is completed by masters of retouching and digital painting, and our products are hand-made at our exclusive facility in Europe.

## OUR WALL ART AND WALL ART COLLECTIONS

Wall art is the most prestigious way to celebrate the experience and showcase the art on your wall. Individual wall art pieces start at \$1,250.

### ARCHIVAL FINE ART MATTED PRINTS & FOLIO BOXES

Have each of your favourite portraits as an 8x10 or 11x14 museum-grade matted archival print. They can be stored in a legacy box or framed individually to create a beautiful gallery wall. A collection of 7 fine art matted prints starts at \$3500. A la carte matted prints are \$500 each.



# INVESTING IN YOUR MEMORIES



We create the highest quality products to enhance your experience. The artistry in our work is completed by masters of retouching and digital painting, and our products are hand-made at our exclusive facility in Europe.

## A LA CARTE MENU

Digital Masters.....	\$500
Legacy Box.....	\$500
16x20 Wall Art.....	\$1250
20x30 Wall Art.....	\$1,650
30x40 Wall Art.....	\$2,350
40x60 Wall Art.....	\$4,600

## PRINT MENU

### ESSENTIAL PRINTS

1 Portraits

**\$500**

**(Our Gift to You)**

**(Not Eligible for Studio Credit)**

### CLASSIC PRINTS

8 Portraits

\$250/each

**\$2,000**

### HAIRLOOM PRINTS

15 Portraits

\$175/each

**\$2,625**

### LEGACY PRINT

25 Portraits

\$140/each

**\$3,500**

Digitals Included

# INVESTING IN YOUR MEMORIES



## COLLECTIONS

### ESSENTIAL COLLECTION

\$3,450

12 Portraits -10x10 Canvas-Digitals Included

### CLASSIC COLLECTION

\$4,250

15 Portraits -16x20 Canvas-Digitals Included

### HAIRLOOM COLLECTION

\$4,950

20 Portraits -20x30 Canvas-Digitals Included

### LEGACY COLLECTION

\$5,950

30 Portraits -10x10 Luxury Album-20x30 Canvas-Digitals Included

### COUTURE COLLECTION

\$8,950

50 Portraits-12x12 Luxury Album-3 Piece Canvas (20x30, 20x30, 16x20)-40x60 Canvas

Digital Included-Signature Black and White Edits

Family Portrait Session (Products not Included)

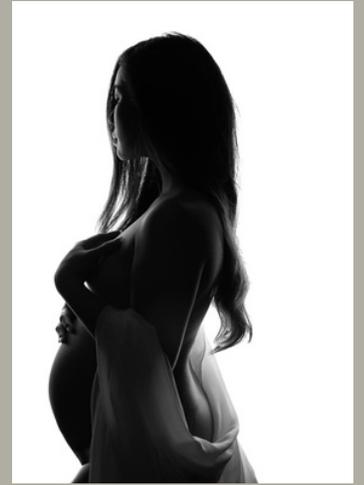
Newborn Photo Session (Products not Included)

# ESTHER KAY STUDIO SETS

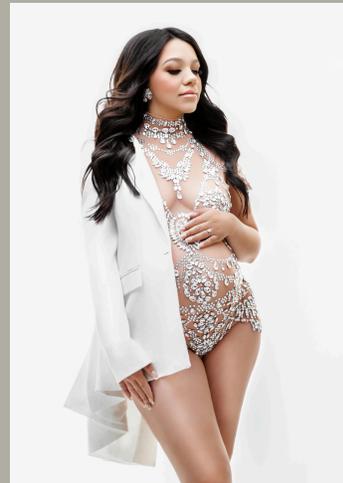


# OFFERED SETS

## *A-SILHOUETTE*



## *B-CLASSIC ALL WHITE*



## *C-SIGNATURE SETS*



# NEXT CHAPTERS TO CELEBRATE



## *NEWBORN SESSION | Within 3–14 Days After Birth*

We only accept three newborn sessions per month, so it's best to reserve your spot early! These sessions are calm, cozy, and artfully styled to capture those tender, fleeting moments in your baby's first two weeks. Every tiny detail — from their fingers to their sleepy expressions — is photographed with love and care, preserving memories you'll treasure forever.

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## *MOTHERHOOD SESSION | Around 3–6 Months*

As your little one begins to grow and connect with you in new ways, our Motherhood Session beautifully captures that evolving bond. These portraits are soft, emotive, and timeless — a heartfelt celebration of your journey and the love that continues to deepen.

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## *MILESTONE SESSION | Around 9–10 Months*

The Milestone Session is all about joy, curiosity, and personality! This age is filled with giggles, movement, and wonder — the perfect moment to capture their spirit before their first birthday. Styled to complement your earlier sessions, it completes your baby's first-year story in the most beautiful way.

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## *FAMILY PORTRAITS | Keep an Eye Out!*

As your family grows, don't miss our Family Mini Sessions hosted seasonally at The Mini Edit Studio, powered by Esther Kay. These quick, joyful sessions are the perfect way to update your family portraits throughout the year — filled with laughter, connection, and effortless style.



# THANK YOU

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