

Fun and fresh gift ideas and add-ons can make you the popular photographer that all the brides talk about

## Wedding ideas and add-ons

### HOT METALLIC

Metallics are hot this season and the **PICTOBOOKS METALLIC SERIES** is right on the mark. For a modern and distinctive way to present your art to clients, try these edgy, au courant albums. A trendy alternative to traditional leather or fabric-covered wedding albums, PictoBooks come in eight new metallic covers. Available in 11x11 or 11x14 format, the albums come with 4x4 or 3x7 cameo cut-outs. Choose from Steel Blue, Sea Foam Green, Amber Fields, Dust Storm, Petal Pink, Gunmetal Grey, Tiny Bubbles or Brushed Aluminum. Prices vary. [www.PictoBooks.com](http://www.PictoBooks.com)



### TURN PHOTOS INTO U.S. POSTAGE

**PHOTOSTAMPS** are one of the latest ways a bride can personalize her wedding. Photographers can offer them in a post-wedding package, along with the bride's personalized photo thank-you stationery, or send along a set as your own thank-you for her business. Simply upload the photo, customize it in the PhotoStamps interface, select one of the 10 border colors, and place your order. The total cost of the order depends on the postage value of PhotoStamps and the number of sheets; minimum order one sheet of 20 stamps. <http://photo.stamps.com>



### SHAKE IT LIKE A POLAROID

More and more brides are placing a Polaroid instant camera on the guest check-in table, alongside an Adesso album. Guests are encouraged to snap a shot, tape it in the album, and add a personal message. The elegant **ADESSO INSTANT PHOTO GUESTBOOK** comes with a custom-dyed fabric cover. When paired with the **POLAROID ONE 600 ULTRA CAMERA**, wedding guests can assemble a living memory book on the spot. The Polaroid ONE camera runs about \$42; the Adesso Instant Photo Guestbook for Polaroids \$59.95. Also consider the Begin Now Kit for Polaroids, which comprises the above camera and album, plus a Polaroid 600 Twin Pack (40 exposures) for \$139.95. [www.polaroid.com](http://www.polaroid.com),



### CURIOSLY ATTRACTIVE

Looking for a little thank-you gift for the bride who's just signed a contract? Check out the sleek silver Magnetic Photo Rope, a 43-inch cable and eight super-strong mini-magnets to hold photos, postcards, greeting cards, appointment reminders—you name it. There's a loop of cable at the top for hanging and a weight at the bottom so it hangs straight. One Magnetic Photo Rope \$12; \$20 for two; \$28 for three. Available online at [www.photojojo.com/store/](http://www.photojojo.com/store/).



### MAKE IT YOURSELF

For some clients, small scale is upscale this year, and simplicity is key. That's reflected in the selections from **KOLO PHOTO ALBUMS**. The Newbury album is conveniently small, 8.75x10.25 inches, and perfect for commemorating a single event. It's made with fine European book cloth and finished with a grosgrain ribbon accent. Built with thick archival board to minimize warping, it has scored sheets that allow pages to fold over nicely. The Newbury comes with 20 sheets (40 pages) and can be expanded to 30 sheets (60 pages) by adding Series J refills. Black and Platinum Newbury albums feature black pages; all other albums are designed with soft white pages; \$35. [www.kolo.com](http://www.kolo.com)



## MEMORIES IN THE BAG

Finally, the perfect gift for bridesmaids: personalized photo bags from **GINA ALEXANDER**, available in a range of styles and sizes, from cosmetic clutches to super-duper totes. Photographs are set onto the fabric through a design process exclusive to the company. Most images are processed onto heavy bridal satin fabric that preserves



the integrity of the image, and feels smooth to the touch. Have the same photo printed on both sides or, for a slight additional charge, use different images. To order, select and upload an image file to the company's Web site, pick the shape and size, and hit submit. Turnaround is four to six weeks. Shown here, a classic medium-size handbag with bamboo handles, \$200. [www.ginaalexander.com](http://www.ginaalexander.com).

## FLIP THROUGH ONLINE

More and more photographers are using tools like the **FLIPALBUM** series to create personalized digital photo albums. Instead of a slideshow, some speedy wedding photographers are using FlipAlbums to let guests preview images before they leave the wedding. Post photos onto virtual 3D page-flipping albums, add background music, text, video and design themes to personalize the presentation. FlipAlbums also work as online shopping pages where the bride can view and select images for her album, or as a location for guests to shop for images. Consider FlipAlbum 6 Pro to burn albums onto CD-ROMs that both Windows and Mac users can view. This latest Pro version lets photographers export albums to high-quality MPEG-2 video format to create SVCDs or DVDs. There are additional security features, as well as a commercial license for photographers that allows them to sell photo album CDs and distribute them for promotional use. FlipAlbum 6 Pro also allows users to add image encryptions, passwords, watermarks and print locks to CDs. There are three versions in the FlipAlbum 6 line: FlipAlbum 6 Pro, SRP \$159.95; FlipAlbum 6 Suite, SRP \$69.95; and FlipAlbum 6 Standard, SRP \$39.95. [www.flipalbum.com](http://www.flipalbum.com)



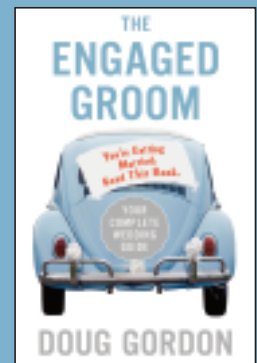
## SOMETHING TO ADORN THE WRIST

**MY LIFE DESIGNS** sells a line of photo-customizable jewelry and accessories. One of the hottest items for ladies is a chunky five-photo bracelet in solid sterling silver. It's waterproof and measures 7.5 inches long. For men, My Life Designs offers belt buckles, money clips, golf accessories, cufflinks and a black leather band bracelet with a place for an image. Upload photos through the company's Web site, and let My Life Designs do all the production, including cropping, sizing, coloration, printing, water sealing and assembly. The ladies bracelet sells for \$245; the men's band for \$42. Professional photographers can call 303-973-6105 for wholesale pricing. [www.mylifedesigns.com](http://www.mylifedesigns.com)



## GET THE GROOM INVOLVED

A great gift for wedding clients, "THE ENGAGED GROOM: YOU'RE GETTING MARRIED. READ THIS BOOK," by Doug Gordon (HarperCollins), has information and advice on handling difficult guests, obtaining a marriage license, making untraditional choices like a female best man, and more. Gordon, the creator of the popular blog PlanetGordon.com, is a television producer and writer whose work includes "Modern Marvels" for The History Channel and "Who Wants to Be a Millionaire" for ABC. "The Engaged Groom" is available at [Amazon.com](http://Amazon.com) and major book retailers, \$14.95.



## NOW THE BRIDE WILL REALLY GLOW

Enhance engagement and wedding photographs by displaying them in a **PHOTOGLOW** frame. Place a translucent print on the backlit plate, and the combination of reflected and transmitted light make the image pop. Special edge lighting produces uniform illumination throughout the photo. The PhotoGlow frame is less than 1 inch thick, so its profile is virtually the same as a desktop or wall-mount frame, but with a special glow. The price ranges from \$79 to \$329. Shop online at [www.photoglow.com](http://www.photoglow.com).

## FROSTED FAVOR



Every bride wants to place small gifts on the guests' tables. **FOREVER PHOTO FROSTED GLASS COASTERS** make wonderful gifts.

Packaged in pairs and tied with sheer organza ribbon, guests are sure to take them home and use them with their own photos. Measuring about 3.75x3.75 inches, they hold photos up to 2x1 inches. Promote your studio by providing ready-to-insert photos bearing your studio's name and Web address. One pair, \$1.78; available at [www.theweddingfavorbar.com](http://www.theweddingfavorbar.com).

## DIGITAL ON DISPLAY

A digital photo frame display lets your clients share and relive memories in pictures. Philips, DigitalFoci, EdgeTech and other suppliers sell these frames in many styles, so you can pick a look that suits your image. The ones we researched have resolution of 640x480 pixels, are compatible with several media cards, come with a small remote, and draw power through an AC adapter. Some models have sound, onboard memory, and the option of battery power or USB connectivity. Load a media card, program a slideshow, re-package it, and present it to your client. Prices range from \$100 to \$300. ■

