



Groundbreaking diversity-driven photographic studio celebrates milestone after a year like no other

A groundbreaking Australian photography company committed to diversity and breaking industry stereotypes has thrived amidst the Covid pandemic.

Founded in Sydney in 2007 by renowned advertising photographer, North Sullivan, The Photo Studio opened the doors of its first Queensland retro warehouse studio in West End just two days prior to Australia's Covid lockdown.

However, the collective of photographers, make-up artists, producers and stylists pushed on through a year like no other, staying true to their core belief that high-end fashion photography shouldn't be exclusive to high-end fashion models.

"Our passion and the very core of what we do is to empower people and help them to see the best in themselves through the art and experience of fashion photography, blurring the line between editorial fashion photography and personal portraiture," said The Photo Studio founder, North Sullivan.

"Our studios offer everyone from aspiring models to personal clients, through to families and even corporate clients, a fashion photography studio experience, and the chance to step out of their comfort zones and spend a day enjoying the team's creative energy and collaborating to receive an authentic studio experience for the day.

"Everybody deserves to have beautiful photographs of themselves that they absolutely love."

Catering to both modelling and personal clients, The Photo Studio is committed to embracing diversity and creating a safe and welcoming space for everyone, as the industry is often perceived to cast a shadow over anyone straying from the stereotypical model mould.

"Aspiring models come to the studio with the purpose of developing a professional modelling portfolio and profile, alongside any creative shots that they want to get out of the shoot," said The Photo Studio founder, North Sullivan.

"They are often people who have no experience in modelling, and who probably have never had a photo shoot before.

"One of the core messages that we create for modelling clients is to fight fashion stereotypes and inspire inclusivity in the industry. It's what sets us apart from our competitors."

Following the last year of global health crisis, The Photo Studio is hosting a celebration of epic proportions later this month to commemorate its Brisbane studio's first year of operations.

Invited guests will be treated to the full The Photo Studio experience, drinks and canapes, with make-up touch ups on the night, their very own TPS spritz, pop-up studios offering mini photo shoots and a live performances including celebrated Brisbane DJ, Mum Genes.

"We didn't get a chance to celebrate our opening in 2020 so we're planning a night of entertainment. Guests need only bring their best mood and get photo shoot ready," said The Photo Studio Brisbane's Studio Manager, Bajju Holloway.

"The world's largest and most exciting fashion portrait studio isn't in New York, London or Sydney, it is in Brisbane!"

The Photo Studio has three studios in Australia - Melbourne, Sydney and Brisbane.

Go behind the lens and discover more about The Photo Studio online:

Website - <https://thephotostudio.com.au>

Instagram - <https://www.instagram.com/thephotostudioaustralia>

Facebook - <https://www.facebook.com/ThePhotoStudioAustralia>

Youtube - <https://www.youtube.com/user/thephotostudiosydney>

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