



Allison Dawn Public Relations Announces Product Photo Shoot Production as New Service Offered to Clients

Allison Dawn Public Relations now produces start to finish photo shoots, client catalogs and promotional material.

New York, NY, October 31, 2005 --(PR.com)-- Allison Dawn PR photo shoots involve showing off your product in the best possible light! Creating an image that is unmistakably yours, and presents the lifestyle you wish to associate with the product you are promoting. Professional photographs are essential in pitching to the mainstream media, trade publications and even to your retailers/wholesale accounts.

Fashion, shoes, jewelry, briefcases, food, toys etc... all of these items are more psychologically appealing when presented in the correct setting. A child playing with a toy in a beautifully decorated bedroom with a friend sells better than a picture of a toy with no life around it. A picture of a beautiful woman taking in a splendid sunny day while wearing your outfit, sells more effectively than the outfit on a mannequin ever could! That is where we come in!

Photo shoot production includes:

- casting
- hiring crew (makeup, photography)
- location scouting
- organization of product samples
- call time for crew and talent
- directing makeup artist
- styling models (wardrobe and accessory styling)
- directing photography
- staying within budget
- incidentals (meals, petty cash)
- reviewing digital images
- selecting best images from each set for final product

To see a few examples of our work, please visit www.AllisonDawnPR.com and click on "Photo Shoot Productions." Prices are quoted on a case by case basis.

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Online Version of Press Release:

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