

# SOUTH OF INDIGO

*Client Onboarding + Pricing*



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# WELCOME

GLAD YOU'RE HERE

## CAPTURING LOVE IN EVERY CORNER OF THIS LITTLE BLUE PLANET

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### *here's the thing:*

You deserve to have the most beautiful day to share with your partner. You deserve to look back at the photos taken and **feel** all the memories that may have been a blimp in time. The photos taken that capture how your partner looks at you when you are looking the opposite way. Once the cake is eaten, your hair is messy and makeup a little smeared after a tad too much tequila, the florals are dried and your loved ones travel back to their homes... these tangible memories will be all that's left for **generations** after you.

I want you to look back at these photos when you are older and remember the warmth you felt in your **soul** getting to live this day with the love of your life.

Maybe I'm "the one", or maybe I have made a post on instagram that you saved over the course of your wedding planning, or before you were engaged, that really resonated with you. Either way, I'm so honored you are here reading this little guide and thinking of working with me.

— Lauren





# HEY, I'M LAUREN. ♡ FULL TIME LUCKY GIRL ♡

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## *Behind the lens*

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I've been photographing passionate human connection for 15+ years now and have seen how vulnerability in one another is the sweetest, most irreplaceable aspect of a relationship you can have.

The storytelling behind my images is one of my favorite parts of being a creative. As a photographer, my approach is honest and down-to-earth, searching for beauty in unlikely places and unexpected moments. Passport ready and so excited in meeting new friends in beautiful places across the globe. Cheerful in celebrating you through all the life events you want to remember forever.

Originally from Nashville, I've called a sunny little pocket of Southern California home for the last five years. You can typically find me strolling around museums, farmers markets, or finding the best salmon nigiri in any city I visit. My love of pottery, trash reality television, hot girl walks with my dog, cooking and baking to my hearts content, and any reason to dress up for a girly dinner party occupies my time in day-to-day life.

✧ Cancer ♋ Leo ♌ Libra

Featured on: The Wed, The Friend Club, Zola, and Junebug Weddings.



*Transform your special day into*

# TIMELESS MEMORIES

I put a high priority on documentary-style candid moments, authentic versus posed, fun, playful, romantic, and timeless imagery for you to look back on after you get older and collect a few more wrinkles. The moments you look back on your loved ones and you see their smiling faces in your wedding photos. I hope it graces you with a warm embrace and a sudden floating-on-a-cloud-like feeling.

# COUPLES

01.



## *One Hour*

\$650

100+ IMAGES  
ONLINE GALLERY  
1 LOCATION  
OPTIONAL OUTFIT CHANGES  
GETTING READY GUIDE  
PRE EVENT CONSULTATION

02.



## *Two Hours*

\$850

150+ IMAGES  
ONLINE GALLERY  
2 PHOTOSHOOT SITES  
OPTIONAL OUTFIT CHANGES  
GETTING READY GUIDE  
PRE EVENT CONSULTATION

03.



## *Three Hours*

\$1100

250+ IMAGES  
ONLINE GALLERY  
3 PHOTOSHOOT SITES  
OPTIONAL OUTFIT CHANGES  
GETTING READY GUIDE  
PRE EVENT CONSULTATION

# STYLED SESSIONS

*for the daydreamers*

For the couple with artistic or adventurous inclinations, styled sessions are thoughtfully planned and curated storytelling experiences. If you're the kind of people who love to travel, dreams of wildly creative concepts, or get happily lost between pages of aesthetic coffee-table photo books, these sessions are the perfect way to celebrate your love and document this season of your life in a way that feels personal to you. Combining our

boundless imaginations, we'll plan a session that honors your relationship with style — selecting a location, wardrobe, and props fit for the occasion. Whether you envision yourselves at a candlelit picnic overlooking the bay, sailing a boat that is covered in florals, or cooking a romantic dinner in a destination of your choice, we'll create a moodboard and source the best vendors possible to bring your vision to life.

UP TO 2 LOCATIONS  
1.5 HOURS COVERAGE  
ONLINE GALLERY  
60+ FILM PHOTOGRAPHS  
1+ MINUTE SUPER 8 VIDEO  
STYLING ASSISTANCE  
FULL GALLERY DELIVERY WITHIN 3 WEEKS  
PLANNING CONSULTATION CALL  
TRAVEL FEES IF OUTSIDE OF ORANGE COUNTY / SANDIEGO OR OUTSIDE LOWER MANHATTAN

DOES NOT APPLY TO ELOPEMENTS

\$1800



*perfect for styled maternity, vogue-inspired pinterest-worthy couples sessions, and everything in between.*

# WEDDINGS

01.



## *Ten Hours*

\$7000

WEDDING GUIDE MAGAZINE  
ONLINE GALLERY + PRINTING RIGHTS  
\$150 PRINT CREDIT  
40 FILM IMAGES (35 OR 120MM)  
INSTAX POLAROID TO GIVE YOU DAY OF  
SECOND PHOTOGRAPHER  
VENDOR RECOMMENDATIONS  
5 YEAR PHOTO BACKUP  
DISCOUNTED ENGAGEMENT SESSION

02.



## *Eight Hours*

\$5700

WEDDING GUIDE MAGAZINE  
ONLINE GALLERY + PRINTING RIGHTS  
\$100 PRINT CREDIT  
40 FILM IMAGES (35 OR 120MM)  
SECOND PHOTOGRAPHER  
VENDOR RECOMMENDATIONS  
5 YEAR PHOTO BACKUP  
DISCOUNTED ENGAGEMENT SESSION

*Need something more custom?*

SEND ME A DETAILED INQUIRY THRU MY CONTACT PAGE AND  
LET'S MAKE SURE YOUR LOVE STORY HAS APPROPRIATE  
CUSTOMIZED COVERAGE.



# LITTLE LOVE LETTERS

## *April & Adam*

*"These photos are absolutely breathtaking! Never had I ever imagined in my life how beautiful my wedding pictures would turn out. Literally a dream come true. When we were looking at them this weekend, it was like falling in love with each other again. Lo captured everything we missed and everything we remember. Couldn't imagine our special day without her!"*

## *Nicole & Drew*

*"Lauren came out to Utah to shoot my wedding and the overall experience was perfect. She was so easy/fun to work with and made being in front of the camera enjoyable. She even stayed longer to take some of my favorite pictures, from the after party. The wedding pictures came out better than I could have imagined and I wouldn't have wanted anyone else to be out photographer. Highly, highly recommended!"*

## *Eleanor & James*

*"Lo had been our dream photographer for years before we had our wedding and finding her available for our date was a dream come true. She is kind, fun, very easy to talk to, and go with the flow which really helped me not stress on my wedding day. Not only that but gentle and calming. I already knew our gallery was going to be amazing, but when we sat down to view our wedding photos together, it had my husband and I both crying and re-living our day all over again with so much we didn't even notice happening around us. The photos of our loved ones, the sentimental and cherished memories of our friends dressed up and having a great time are truly stunning keepsakes we will enjoy for generations."*

# PROPOSEMENTS

01.



## *Eight Hours*

\$4500

LOCATION SCOUTING + PERMIT GUIDANCE  
ONLINE GALLERY  
VENDOR RECOMMENDATIONS  
\$150 PRINT CREDIT  
SOUTHERN CALIFORNIA TRAVEL INCLUDED

02.



## *Four Hours*

\$3200

LOCATION SCOUTING + PERMIT GUIDANCE  
ONLINE GALLERY  
VENDOR RECOMMENDATIONS  
\$100 PRINT CREDIT  
SOUTHERN CALIFORNIA TRAVEL INCLUDED

03.



## *Two Hours*

\$2500

LOCATION SCOUTING + PERMIT GUIDANCE  
ONLINE GALLERY  
VENDOR RECOMMENDATIONS  
\$50 PRINT CREDIT  
SOUTHERN CALIFORNIA TRAVEL INCLUDED

# LIFESTYLE

01.



## *Maternity*

\$700

WITH YOUR PARTNER, OR SOLO.

TYPICAL ONE TO TWO HOURS OF COVERAGE AND OPTIONAL OUTFIT CHANGES. ORANGE COUNTY & SAN DIEGO TRAVEL IS INCLUDED.

02.



## *Family*

STARTS AT \$1200

DOCUMENTARY STYLE FAMILY SESSIONS FOR SMALL FAMILIES, WITH CHILDREN UNDER THE AGE OF TEN. DURING FAMILY SESSIONS I FOLLOW YOU AROUND WHILE YOU ADVENTURE, DO ACTIVITIES, AND LET THE KIDS BE KIDS.

03.



## *Branding*

STARTS AT \$1500

FOR YOUR BUSINESS, BIG OR SMALL.

WE START WITH A DISCOVERY CALL AND MOODBOARD TO MAKE SURE WE CREATE IMAGERY THAT WILL INCREASE SALES AND ATTRACT YOUR DREAM CLIENTS.



# *Buse + Brandon*

SAN CLEMENTE | 2023

*“I was being taken care of by someone who knew what they were doing.”*

“I found South of Indigo on Instagram and was very fortunate to work with Lo for our engagement shoot and our wedding of around sixty guests. She is so talented and even delivered the final gallery earlier than expected. I admired her chill-yet-fun energy which helped make the experiences enjoyable and easy. I’m glad we did the engagement shoot beforehand as a test run because it made me feel relaxed on our wedding day because I knew I was being taken care of by someone who knew what they were doing. I’m going to cherish these photos forever. If you’re lucky enough to find an opening with South of Indigo on your desired date, go for it!”

# MY WORK PROCESS

## ① DISCOVERY CALL

A discovery call is one-hundred-percent optional, it is not required by any means; however, some couples enjoy a virtual coffee date prior to booking. If you have questions or just want to put more of a face and personality behind South of Indigo, let's chat.

## ② PHOTOSHOOT PLANNING

To book me as your wedding photographer, a signed agreement and \$2000 of the total package chosen is required to hold your wedding date in my calendar officially. Soon after that I'll send over all the goods, wedding questionnaires, wedding guides, and you'll have my number to get in touch with me at any time during your planning process. I'm here to help you choose which earrings to wear with your dress, someone to share exciting wedding secrets with, and ultimately my goal is for us to become friends during these beautiful life moments.

## ③ WEDDING DAY & AFTER

The bottles are popped, we have a good time, the magic happens, and you have a rock on your finger. YOU'RE A WIFEY! After your wedding day I start all the hidden work of editing your images to perfection. Sneak peeks will be delivered to your email address within a few days to share on social media.

## ④ GALLERY DELIVERY

Within six to eight weeks, you will find a really exciting email to hit your inbox. Grab your favorite drink, put on your first dance song, spray on some of your wedding day perfume, and enjoy viewing your wedding photos with your partner. Online galleries are meant to be easily shared with your loved ones via a simple URL link. Share them everywhere and tag me so I can make sure to like and comment on how beautiful the day was.





# FREQUENTLY ASKED QUESTIONS

## 1 IS TRAVEL OUTSIDE THE UNITED STATES INCLUDED IN PRICING?

Not on this pricing guide, but when you send an inquiry, include as much detail as possible so I can create a proposal that is more customized for your wedding festivities. Your budget, general venue location, and any event details should be included so I can assist in making your dream day visuals come to fruition.

## 2 HOW LONG HAVE YOU BEEN A PHOTOGRAPHER?

I have had a camera in my hand from a very young age, dabbling in 35mm film and then learning digital photography around age fourteen. I captured my first wedding at around seventeen, and since then had the honor of photographing over three hundred weddings in my career. 2024 marks my eighth year of being a full-time wedding photographer. Before weddings, I worked as a wardrobe stylist on movie sets, a vintage buyer, a bridal consultant and an intern for a bridal magazine publisher.

## 3 HOW LONG IS YOUR TURNAROUND TIME?

The standard turnaround time for delivery of your wedding photos is six to eight weeks after your event date — however, depending on the time of year it may be sooner. For engagement and lifestyle sessions, two weeks is the typical wait time to receive your online gallery.

## 4 HOW DO YOU DESCRIBE YOUR PHOTOGRAPHY STYLE?

While I prefer to photograph in a more documentary style, which means capturing natural interactions without intervention and posing, I'm so happy to help create editorial imagery with whatever help and direction you want in order to get the photographs you want to have printed and displayed around your home.

# GET IN TOUCH

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*LET'S CONNECT @southofindigo*

*Based in Southern  
California + New York City*