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FASHION & STYLE

Class Pictures Turn Into Photo Shoots



School pictures are looking less traditional and more as if they're coming from a clothing catalog. "The pictures are adorable and so different," one parent says. © *Irvin Simon Photographers 2015*

The school photo is getting a modern makeover in New York, just in time to mail the grandparents their yearly glossies. Out: mottled blue backgrounds, awkward poses and ghastly skin. In: professional head shots, full-body action pictures and gorgeous lighting. Kids look like, well, kids, not zombies — and also a little as if they're in a J. Crew catalog.

"The buzzword among parents is school choice," said Steve Miller, president of Irvin Simon Photographers, which has been taking school pictures in the greater New York area for over 70 years. "It's really the same with photography." Mr. Miller provides traditional packages for schools, including Greenwich Country Day, Riverdale, the United Nations International School and Horace Mann. But he's now also offering "Freestyle," which more than 800 kids at P.S. 261 in Boerum Hill, Brooklyn, recently experienced. "We are doing full-body portraits, even kids jumping up in the air, with seamless backgrounds and gorgeous lighting."

Visit freestyleportraits.com to learn more.

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