

PROFILE

Annabel Williams



Award-winning portrait and wedding photographer

Q What's in your kitbag?

A A Canon EOS-1Ds Mk III, 5D Mk II, 24-70mm f/2.8 and 70-200mm f/2.8 lenses, as well as an iPhone 4S. I also have a 15in MacBook Pro, WD portable hard drive, white umbrella and a New Trent portable battery charger for my iPhone as it runs out of charge quickly.

Which is your favourite lens?

My 70-200mm f/2.8 L-series IS lens. I just love this lens – it's very heavy but the way it makes the backgrounds look is just worth it.

Is there an accessory you wouldn't be without?

My iPhone. I love how you always have a camera with you in your pocket so you can grab everything you see, whenever you want, without lugging heavy equipment around with you.

What's next thing on your shopping list?

A Compact System Camera with a viewfinder and Wi-fi, but I need one with the ability to decide what size you want to email the images. I basically want an iPhone with a viewfinder and proper zoom lens! I love my iPhone, but you just can't be sure of the person's expression, when you can't see directly into their eyes. I love what you can do with your images afterwards though and how quickly you can produce a very arty shot.

Tell us about your iPhone photography

I take my iPhone on professional shoots as well as in my pocket every day. I love being able to quickly enhance an image and give it to the client; they love it, and can show it off right away on Facebook. Today it's all about speed and sharing the moment instantly – which is tricky when you've taken

500 shots on your DSLR and need to enhance them in Lightroom or the like, so it's fun to be able to enhance them in Camera+ and show them straight away.

How did you get started?

It was a very different life 25 years ago! I hated the way women were photographed and wanted to change all that. I managed to get on some really big TV programmes with my Cover Girl makeover concept, and everything went crazy from there. It took sheer determination, passion, and a lot of hard work, constantly pursuing PR opportunities and networking. I blazed a trail through the traditional way of shooting, because at the time my ideas were very different, banging on my drum to try to change the way the photography industry saw portraits and weddings.

What's your approach?

I start with the people, not the equipment. My approach is all about giving "normal" people the confidence to feel amazing and look like models in their photos. You can have the best camera in the world, the best light, and best location, but if you don't deal with people properly, your pictures will just not work.

I always say that photographing people is 90% psychology and 10% technology. They need to be relaxed and enjoying themselves, and you need to be able to relate to them constantly in order to do that. Fiddling with equipment breaks the rapport so I set my camera up on one simple setting so all I have to do is press the shutter at the right moment.

ANNABEL WILLIAMS is an award-winning portrait and wedding photographer. For a host of practical, down-to-earth photography advice, go to: www.annabelwilliams.com

1 Stock Island

A shoot for my website on how to photograph couples. I used a Ford pick-up as my backdrop. Canon EOS-1Ds Mk III with 70-200mm f/2.8 lens, 1/640sec @ f/2.8, ISO 400

2 Cafe

This was shot with the Camera+ app on my iPhone 4S, indoors in a cafe in London. iPhone 4S, 1/40sec @ f/2.4, ISO 64

3 Piper and the Pelicans

Shot on an overcast day in Key West, with Piper, aged four. Canon EOS 1Ds Mk III with 70-200mm f/2.8 lens, 1/2500sec @ f/2.8, ISO 200

4 Vines

Georgie was the daughter of a Bordeaux vineyard owner where I was shooting wine. She'd never done a photo shoot before. I loved the incongruity of her sequinned dress and the vines in the evening sun. Canon EOS 1Ds Mk III with 70-200mm f/2.8 lens, 1/1600sec @ f/2.8, ISO 200



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