

UrbanBaby

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UrbanBaby **NEW YORK**

Camera Ready

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Your kids love to ham it up in front of the camera — and although the shots you snap with your iPhone are pretty priceless, you'd love for a professional to preserve the precious age they're at.

Opening tomorrow on the Upper West Side, PhotoOp family photography studio is just the place to get your little ones in front of the lens. Led by creative director Brian Marcus (who has photographed a fair share of celebrity weddings, including Ivanka Trump and Jared Kushner), the studio has a team of senior-level photo stylists to capture your kids' most memorable moments in both modern and classic family portraits. Take a spin through the sample closet for accessories such as a denim jacket or pink tutu to add pop to the photos, pick out a colorful backdrop like a candy wall, and strike a pose. A sitting fee includes retouching, editing and a digital slideshow, and there are plenty of packages and a la carte options to choose (depending on how many 8x10s the grandparents will want). The studio also offers birthday party options (you can't go wrong with dress-up clothes, snacks and your favorite soundtrack) and photo-based keepsakes as a token of your star treatment.



That's a wrap.

422 Columbus Ave. at 81st St., 212-362-1911, photoopnyc.com.

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