

# WILLIAM EDWARDS

THE DEFINITIVE GUIDE TO SUCCESSFUL SENIOR PORTRAITS FOR THE CLASS OF

2025



You have a choice!

# 2025 SENIORS

Choose AV's Best Senior Photographer

Call NOW  
For Early Bird  
Specials!

661-273-2110



# 17 YEARS IN THE MAKING

## Congratulations! You've made it to your senior year!

This milestone has been nearly seventeen years in the making... a celebration of past times and also of new beginnings. Our lives are forever changing, and portraits are the gateway to our memories. Your senior portraits will be the means by which many people will remember you at this important stage in your life. You deserve once-in-a-lifetime images that make you look your absolute best while capturing your unique personality!

## Don't be fooled by the average school photographer.

Don't let anyone book your appointment for you. You have a choice! With William Edwards, you get AV's Best Senior Photographer voted 6 years in a row and 10 times total! Strive for portraits that will stand the test of time, will last for decades, and will one day be an heirloom for your family.

## Clients come to William Edwards Photography to invest in top quality.

Our portrait art is something you can't get from any ordinary photography studio. At William Edwards Photography, our passion goes far beyond photography. To us, it is more than a hobby or even a job. We love to bring out the beauty that resides in each and every senior we photograph. We have dedicated years into studying the best way to create magazine quality images while giving our seniors an experience that will be the highlight of their senior year.

## Compare and see the DIFFERENCE.

We encourage you to compare William Edwards Photography to others - You WILL see the difference. As portrait designers, we believe your portrait isn't complete until it is printed and displayed beautifully on your wall. We find out who our seniors are and who they want to be, then we work with them to create a set of images that both senior and parent will treasure for years.

## EVERY SENIOR SESSION COMES WITH A FREE FAMILY SESSION.



661-273-2110

Visit [williamedwards.com](http://williamedwards.com) for more information





DON'T LET ANYONE TELL YOU "YOU DON'T HAVE A CHOICE"

WILLIAM EDWARDS IS APPROVED TO SUBMIT YOUR YEARBOOK IMAGE FOR ALL LOCAL SCHOOLS! IF YOU WANT TO BE PHOTOGRAPHED BY THE MOST SOUGHT AFTER PHOTOGRAPHY STUDIO IN CALIFORNIA,

CALL NOW!!

ditch<sub>THE</sub>excuses

*"I don't like having my picture taken..."*

We hear this all the time before the session, and that is only because you have never had your portrait taken by a professional with the experience our photographers have. Everyone has insecurities and thinks smiling for the camera is hard, but we assure you that when you are done with your session you will love the way you look and have fun! Guaranteed!!

*"I can't afford senior pictures..."*

Despite our quality and first-class treatment, we are affordable. Our studio has portrait packages starting at \$299. Plus, with this special discount off your session you are already saving money! We also offer payment plans, flexible packages, and NO MINIMUM order totals. You get what you pay for, so why not get the best quality and value you can for your money.

*"My neighbor/mom/friend is taking my pics..."*

Again, you get what you pay for! Someone that will photograph you for next to nothing also probably has about that much experience. They will not know how to use professional lighting and posing techniques to flatter your features and body type, and enhance your best features. Would you let someone cut your hair because they have nice scissors or could do it for free? We are a family owned business and not a big franchise - we take pride in every portrait we create. A camera is only as good as its operator.

*"I want to take my pictures outside..."*

**No travel necessary!** Every image in this magazine was taken at our studio. We are the only studio on the West Coast to design and build a North Light outdoor portrait park especially for high school seniors! With all of our sets facing directly North, it gives us beautiful natural portrait light all day long! Natural light renders beautiful smooth skin tones and rich saturated color. We are dedicated to providing our clients with portraiture beyond their expectations.









# The Most Complete Studio In Southern California

William Edwards Photography is a REAL studio.

You are not meeting a stranger at the park or going to someone's home, YIKES!

Experience having your portraits created at our studio location in downtown Palmdale.

Complete with state-of-the-art equipment and more backdrops and props than you can imagine!!

We have a full staff that is here 7 days a week.

You are not stuck trying to track someone down to get your photos when all you have is a cell phone number.

We help you every step of the way.

We have morning and evening appointments available to accommodate all schedules. We are here to help you every step of the way and make sure everything meets the rigid William Edwards Photography quality standards.



## William Edwards Portraits Last Longer!

Did you know that William Edwards Photography starts with only archival grade prints? These prints are then gel coated with a UV inhibitor which acts like a sunscreen, protecting the photos from damaging ultra-violet light.

If cared for properly they will easily last 100 years or more.

Compare that to drug store prints that can fade in less than 5 years.



661-273-2110



# RAVES

## THE SENIORS CAN TELL THE DIFFERENCE

Read what our fans have to say about their experience at the studio...



Before my session, I felt nervous. I was nervous because I don't usually feel comfortable in front of the camera. During my session, I felt a little better but was still nervous. My photographer made me feel comfortable as time went on. I loved being able to try different outfits both formal and informal. After my session, I felt proud because I had tried something new and was relieved it wasn't as scary as I thought it would be. When I came back to look at my portraits, I was so nervous to see them. It was hard to believe that these portraits are for my senior year and I'll be graduating next year. It made it real! I am very happy with how they turned out too! I would definitely recommend this experience to others.

*Kelsey C.*

I was pretty nervous walking into my session, but my photographers were really fun and brought a good laugh to the time we spent together. After I was done, I felt relieved, I thought it went really well! I was excited to see what the photos looked like, and I was absolutely ecstatic with how they all turned out. Our family really enjoys all the my senior photos!

*Dorian K.*



My experience with William Edward's was better than expected. Everyone I dealt with were very nice and welcoming. Before getting my photos taken I was a bit nervous. The day of my photoshoot all the nerves went away so quickly, thanks to the photographer. He was so great, funny and had such a positive vibe. My photos came out better than I could have ever imagined. I would definitely recommend my family and friends to William Edward's.

*Elektra S.*





# PARENTS

This is such a great experience for you too! Parents...no one knows your child as well as you do! We LOVE to have you be apart of this experience as we photograph your senior.

Wow! Where to begin?! This wasn't our first time working with William Edwards. They took Izabel's volleyball pictures at Palmdale High and they were amazing! I knew the senior photos were going to be just as great. We knew we wanted different outfit changes in different locations. I am so grateful that they worked with everything we had. The session went great and our photographer was awesome. The review session went well. The portraits were nicely organized and in a video, which we loved. The surprise message was the best and brought tears to my eyes. We ordered a metal collage package. And of course, they were beautiful. The whole process went smoothly and we couldn't be happier.

*The Alvarez Family*



Very Professional! The Photographer was very knowledgeable and my portraits were so beautiful. Brought tears to my eyes, I loved all the photos so much we also bought the digitals files. There are so many different options and backgrounds. All my girls have used William Edwards for their graduation photos, and Jordyn has been photographed by William Edwards since she was a newborn. Very satisfied customer, Thank you!

*The Fisher Family*

I was worried about Nathan not having a good time on picture day, I didn't think he would be interested in having the spotlight on him, but boy was I wrong! We had an awesome photographer who made sure he was comfortable and halfway through the session Nathan himself was suggesting his poses. As a parent taking my last child for senior portraits was an emotional day, I suggested some poses to match my other graduated children, the photographer was like, no problem, I can't thank him enough for how comfortable he made us feel and made this last senior portrait session an unforgettable one for me. Thank you!

*The Sanchez Family*



Call Now 661-273-2110



# CHOOSE YOUR SESSION!

Let the fun begin! Choose a photo session that gives you the variety you want for your senior portraits. You will notice that each session comes with a specific amount of time reserved especially for you with your photographer.

Each session is fun, relaxed, and combines the latest styles with fashion techniques and a keen attention to lighting and posing details. Every image tells a unique story and speaks to those who appreciate quality, style, and a one-of-a-kind experience. Tell your story!

661-273-2110  
willamedwards.com

**Free**

Use of the  
Tux, Cap & Gown,  
and Drape!

*Our Most  
Popular  
Session!*

**CUSTOM  
SESSION**

**\$39** \*If Purchased by  
June 30<sup>th</sup>

45 Minute Session  
50 Images to View  
2 Personality Outfits,  
Yearbook, Cap & Gown  
Indoor/Outdoor  
**\$99**

*Best  
Value!*

**ULTIMATE  
SESSION**

**\$79** \*If Purchased by  
June 30<sup>th</sup>

90 Minute Session  
70 Images to View  
4 Personality Outfits,  
Yearbook, Cap & Gown  
Indoor/Outdoor!  
**\$199**



**I.WANT.IT.ALL  
SESSION**

**\$299** \*If Purchased by  
June 30<sup>th</sup>

Everything in the  
Ultimate Session  
PLUS..

- 1 Hour location session  
within 20 miles of the  
studio! **\$625**



\*Images are NOT included in any session fee. All images sold separately. Sale prices valid until June 30<sup>th</sup>, 2024. Session Fees are Pre-Paid and Non-Refundable. Sale valid on 1 session only. Rescheduling Sale appointments will void sale price.\*



**\*Early bird sale good through June 30<sup>th</sup> 2024\***

# BASIC SESSION

**\$29** \*If Purchased by  
June 30<sup>th</sup>

15 Minute Session  
30 Images to View  
1 Personality Outfit,  
Yearbook,  
Cap & Gown  
Indoor Only  
\$49



Littlerock & Pete Knight Yearbook Fee \$15.<sup>00</sup> / All other public schools are \$10.<sup>00</sup>  
We collect the school's publishing fee on behalf of your school

**FREE** Social Media Portrait!  
With any wall portrait ordered by July 21<sup>st</sup>

**FREE** Wallets!  
8 - Free wallets with any package ordered by July 21<sup>st</sup>





## »» We know you are a true original

Let's not forget about creativity! Our portrait artists work with you to create some amazing one of a kind images. Whether it's showing off your athletic abilities, musical talents or the performing arts, we can create something magical just for you!



1

There should be beautiful light in your eyes. Our work stands out because of the extra time we put into our lighting techniques. There should be a gradual blend from highlight to shadow.

2

Beautiful rich skin tones, that have been naturally retouched to perfection. Watch out for the "over-retouchers" that will leave you looking plastic and fake!

3

The background should be unique, stylish and have beautiful color harmony to capture a mood or say something about who you are.

4

Our Photographers are experts at lighting and posing to flatter any body type. In the end, you will look and feel like a model.

5

Always look for the *William Edwards* artist signature in the corner of the image. We are artists, and we believe in our signature going on every single piece of art that leaves our studio. Seniors know that anything less is a compromise.

Call Now 661-273-2110



# SEE THE DIFFERENCE!

Take notice of at least 5 THINGS that will set your senior portraits apart when you come to William Edwards!



## 5 THINGS TO LOOK FOR IN SENIOR PORTRAITS





# 2025 BEST YEAR EVER





THE TOP  
10

# REASONS TO CHOOSE



## WILLIAM EDWARDS PHOTOGRAPHY

One

You DON'T have to use the school photographer! Don't let any other studio book your appointment for you. YOU HAVE A CHOICE!!!

2

Av's Only 1/2 Acre open air portrait park perfect for Social Distancing! Plus, we comply with all rules and regulations regarding COVID.

3

For SIX years in a row we have been Voted Antelope Valley's BEST High School Senior Photography Studio, and we are approved to submit yearbook images to all AV Schools - Public & Private.

4

Best GUARANTEE in the business: If these senior portraits aren't the BEST portraits you have EVER taken, we will refund your session fee in full. No other studio would dare to offer this guarantee; No other studio is William Edwards!!!

5

Personalized service - there is no "rush routine" at William Edwards. ABSOLUTELY EVERY SINGLE SESSION IS CUSTOMIZED!

Six

Through posing and professional lighting techniques, we make EVERYONE look their BEST - no matter what shape or size. Compare our work to others and you will see the difference. We have MORE SETS, BACKGROUNDS, and PROPS than ANY other studio anywhere!

7

CALIFORNIA'S ONLY OUTDOOR PORTRAIT PARK using all natural light, designed specifically for seniors, and providing the most flattering portraits.

8

We have 4 AWARD WINNING photographers that know how to make you comfortable and get GREAT Natural Smiles. Also the BEST portrait retouchers in the business!

9

Our creativity is unmatched! No other photography studio in the AV has the knowledge, style, and experience to do what we do for every single senior photography session.

Ten

Our Job is **not** to depict an artificial version of you, but instead to bring to light that special and BEAUTIFUL something that makes you one in a million.







# TO THE CLASS OF 2025



Meet the...



JIMMY



ROBERTO



LUIS



JOSH

Photographers

We believe that every senior deserves a professional photographer to document the most exciting time in their life. Your senior portraits are how your friends will always remember you and what you will see at every reunion for the rest of your life, so choose the best senior photography studio....

We also know that you and your parents want the very best value you can get for your money. At William Edwards Photography we believe in creating Iconic Wall portraits and Albums to tell your story. These Portraits will last a lifetime and can be handed down through the generations. You will be amazed at how this portrait will be the most talked about piece of furniture in your home! We are professionally trained and have award winning photographers with all the latest props, sets, fashion ideas, and equipment.

This is your once-in-a-lifetime chance to feel like a model for the day. Guys, we promise..even you will have fun!

*William Edwards*

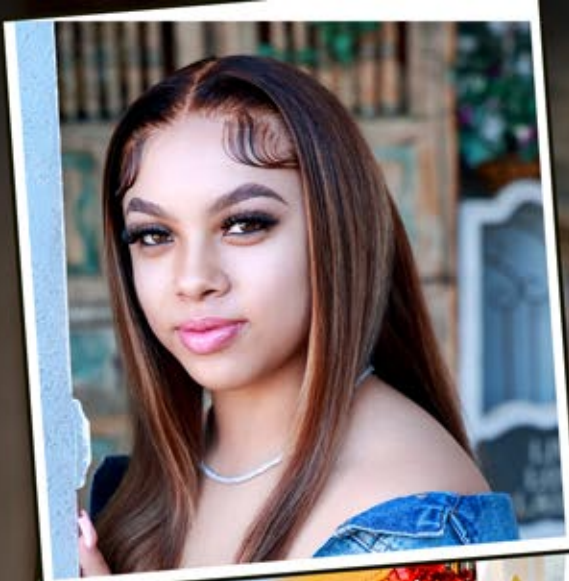


Founder / Portrait Artist

100%  
ORIGINAL









# WILLIAM EDWARDS

*fine portraiture*

38434 9th Street East

Palmdale, CA 93550

{661} 273-2110

www.williamedwards.com

Important Information Enclosed!!!

## TO LOOK THIS AMAZING, DO THIS!!!

1}

**Pick a session:**

- Basic
- Custom
- Ultimate
- I. Want. It. All

2}

**Call 661-273-2110 NOW!**

Our summer times will fill up extremely fast, so don't wait!

(Have a Calendar Ready)

3}

**Purchase your session!**



Have a Visa or Mastercard ready to reserve your session time.

4}

**Get ready to have fun!**

We LOVE Senior Sessions and you'll LOVE your images! Guaranteed!!!



Please let us know if you have any questions. Connect with us online!  

Thank you! We look forward to getting to know you and creating portrait art for you!!

661.273.2110 | 38434 9th Street East Palmdale, CA 93550 | Williamedwards.com | info@williamedwards.net

**Call Now To Receive Our  
Early Bird Specials - Save up to 60%**

Want a FREE Instagram Photo OR 8- Wallets ?  
see center fold