

BUSINESS

Baby boom a boon for photographer



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ANNIE Liebovitz' nude portrait of a pregnant Demi Moore did more than sell copies of *Vanity Fair*.

The cover shot made it cool for moms-to-be to bare their bellies for the camera.

Kimberly Mara of North Vancouver is capitalizing on the

trend. The 31-year-old photographer considers pregnancy portraits her specialty.

"Oprah did a whole show on pregnancy photography in the spring and ever since then, I've been really busy," said Mara, who moved her Eclipse Photography to a light-filled studio in the Central Lonsdale area in February. "I'm now getting 10 requests a week when I used to get 10 a year."

Mara took her first professional photos 12 years ago, but shelved her camera when pregnant with her daughter Maddison. Instead, she created a home-based business, Maddi-Bear, producing tie-dyed infant wear at night and selling the collection at craft shows and in specialty boutiques.

With Maddison now 4½, Mara has scaled back her clothing line and refocused on photography. Whereas weddings and children's portraits once comprised the bulk of her business, pregnancy shots are now her most popular commissions.

Mara charges \$150 for a two-hour studio session, dur-

ing which time she will shoot off 72 frames of film. The buddha is the most popular pose. Mara has the client sit cross-legged, with belly protruding and arms covering the chest.

Because her pregnant clients are typically in their final trimester when they book their studio session, Mara has had a few close calls. "In the last month, three women were in my studio when their water broke. I had panicky dads running around and frantic moms." A true professional, Mara says that in each case, she got the shot.

Contact Eclipse Photography at 984-7427 or visit the company Web site at <www.eclipsefoto.com>. Face of Business is a bi-monthly feature profile of independent business leaders who live or work in the community. If you would like to be interviewed for a story, or recommend a unique individual, contact David Banks c/o the North Shore News, <jsorensen@nsnews.com> or by fax, 985-2104.



NEWS photo Terry Peters

KIMBERLY Mara lines up a shot of Mysisia Gruver. Seven and a half months pregnant at the time of the photo, Gruver gave birth to a boy, Preston, on June 25.

