

LS PICK



## Cuddly newborns in front of the lens

The arrival of a newborn brings with it excitement, love and a newly found sense of responsibility. With hopes and dreams for the newest member of their family, the beginning of a little one's journey on Earth is a precious moment for parents. As much as one would want to hold on to the heart warming feelings of watching their tiny newborn sleep snugly beside them, the truth is that they grow up way too fast. To cherish some of these moments is newborn photography.

The concept of newborn photography seems pretty straightforward -- take aesthetic photos of babies younger than a month old. However, it's not that simple. Babies are often fragile and unless proper safety procedures are followed, there are risks of injury. This is why parents tend to wait a while before recording almost every move of their precious ones. However, this often means that they miss out on the early 'firsts'.

A pioneer in the photography world and the founder of Wedding Diary, Prito Reza has once again set out to revolutionise the photo industry of Bangladesh. As a trendsetter who is always on the lookout for challenging projects, his newest venture brings him into the world of newborn photography, which is the first of its kind in the country. Aiming to capture the beautiful moments of the early days of their life on this world, the black and white photos tell stories of fragile beginnings and raw emotions.

"One of the hardest aspects of newborn photography is that a lot of time must be allocated to taking the photographs as newborns tend to tire out easily and are more prone to getting sick," he explained.

This means that their comfort is top priority and one must ensure that the poses are safe, he added.

"A lot of training and various skills are required before becoming a pro at this genre of photography. So, it's all about perfect timing and finding the right balance between creating art and ensuring a cosy environment for the newborns."

With artsy backgrounds and interesting outfits, his photos capture the real essence of babyhood through the candid expressions of the newborns. Respecting that each baby is unique and the parents have different tastes, you can find photos of them peacefully sleeping, playfully having headphones on (with no music, of course!) or even casually looking into the camera.

For about Tk 30,000, Prito Reza provides a unique experience with baby photos that one is bound to cherish forever. With hopes of popularising this concept in Bangladesh, there is still a lot to be done before his dream is finally a reality!

**By Adiba Mahbub Proma**  
**Photo: Prito Reza**



## Dr. Jhumu Khan's Laser Medical

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**"Gold Standard"**  
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### Advantages

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- Excellent clinical result
- Applicable for anyone irrespective of age and sex



Dr. Jhumu Khan

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