

in focus



If you want a photographer focused on capturing detail, Allegra of *Allegra Studios* in Lynchburg, Virginia, is just such a photographer.

Romance weaves through weddings; it is inherent in the nature of the occasion. Warm smiles, long glances, bursts of laughter, and gentle touches are hallmarks of the love exuding from the bride and groom, family, and friends on a couple's wedding day. If you want a photographer focused on capturing that detail, Allegra of Allegra Studios in Lynchburg, Virginia, is just such a photographer. Her passion for romance and attention to detail has made her an award-winning and sought-after photographer not only in Lynchburg and the surrounding areas but nationally as well.

Allegra's life story is filled with love, excitement, and romance, so her passion for depicting the same in her photographs is not surprising. She lives in Lynchburg because of her own love story: she attended Sweet Briar College from 1985-1986 and met her husband, who is a native of the Lynchburg area, when she was 18 on Valentine's Day one weekend after a snow storm had trapped the students at the school. Allegra and her friends braved the weather to sled down the hills surrounding Sweet Briar; her future husband Joe and his friends were sledding on tractor tires in the same area. Allegra smacked her husband in the head with a snowball; they went out on a date the next weekend and were married eight years later. Ten years after marrying, their daughter Marisol was born. Allegra relishes being a wife and mother. Her own love story inspires her to seek out and illustrate the romance in the weddings she photographs.

Allegra worked for various companies in the years she and Joe dated, including American University and National Geographic in Washington, D.C., Mobile Oil, and J. Crew. She



initially studied Computer Science in college because she wanted to go into animation, but her undergraduate degree is in Economics with a minor in Accounting and Computer Science. Photography was a hobby throughout her varied career; she photographed her first wedding, a destination wedding in Cancun, when she was 20. She loves the romance, drama, love, and commitment of weddings. Since she herself is a self-confessed romantic, she relishes helping the couple create a romantic pictorial capturing the raw emotion of their wedding.

She did not think it possible to indulge her passion for photography as a profession until she was challenged to fully embrace life after witnessing a mother holding her son after he had been hit by a car. In the days and weeks following the incident, she decided to concentrate on her true passion: photography. She opened her business in 1999 and quit her job at J. Crew in 2002 to focus on

photography full time.

In the six years since opening Allegra Studios, she has focused on having life-long clients by photographing a family's weddings, children's births and subsequent milestones, such as graduations. Her style is photojournalism, which focuses on capturing the feel of the event rather than posed photography. Allegra describes herself as a personal documentarian; her philosophy when photographing an event is to accurately depict the unique emotional story inherent in the mood of the occasion. When photographing weddings, she works to ensure that nobody disturbs the bride. Posed photography is kept to a 30-40 minute window of the couple's time, and she photographs as unobtrusively as possible. "I love my job, and I love working with people. People trust me because they know that I am enthusiastically devoted to their vision of their special occasion. I love photographing the special



beauty of individual events so that couples and children can reminisce about the event in years to come," she says.

Allegra's Studio is located in downtown Lynchburg, and she participates in First Fridays, the Open House for all Riverview Art Space. She thrives in the artistic environment fostered by the other artists whose offices are located downtown and enjoys being associated with such diverse creativity. Her attention to the details of her artistic vision has resulted in numerous photography awards, and she is a member of the Wedding Photojournalist Association, the Professional Photographers of America and Wedding and Portrait Photographers International.

Accurately documenting your wedding is extremely important. If you are interested in a photographer who is focused on finding and capturing the bursts of vivacious laughter or the quiet assurance of a smile, then share your vision with Allegra. Together, you can authentically capture the beauty of your wedding. Get excited for one of the most exuberant days of your life. Let Allegra share in the joy by doing what she loves: photographing the day in all its splendor.

Contact information is available at allegrasstudio.com, along with a gallery of photographs, a biography, and numerous other aspects of her photography, person, and career. ✨ HC

PHOTOGRAPHY BY ALLEGRA'S STUDIO

