

# SNAP SHOT

Launched last month, the PEN E-PL7 has been causing a real stir across the blogosphere. We caught up with a bunch of bloggers to see just what it is about the PEN range that makes it perfect for photographers who demand only the best

## HOW TO: **BLOG** beautifully

Julia Rebaudo of celebrated fashion and lifestyle blog Stylonylon takes us on a journey into the blogosphere and shares her tips for photo success...



Being such a big fan of the Olympus PEN system – I use the E-P5 and E-PL6 for my work – I took advantage of the recent launch of the PEN E-PL7 to introduce the system to some of my favourite bloggers. At the Olympus Image Space gallery in London, five top style bloggers got to have a play with the new camera, testing it out on flat lays (that's blogger speak for shooting products from above!), detailed beauty shots and outfit posts.

It was so exciting to hear the girls'

### What's in Julia's bag?



Keep up to date with Julia [here](#)  
**Find out more** about the PEN system

Join the

#OlympusPENgeneration  

### Julia's Top 6 techniques



## PEN-POSE

First impressions of the PEN E-PL7 have been amazing, and the bloggers couldn't wait to start sharing their thoughts on this perfectly polished camera. Read on to see what they thought..



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stylonylon

collective sighs of appreciation as it was explained how they could transfer photos straight to their phones and use the remote control function for outfit shots. That, and how wonderfully lightweight the camera is; ideal for toting around London Fashion Week where sore shoulders and aching feet are order of the day!

The girls got straight into arranging their flat lays, testing the flip-out screen for selfies, making flower crowns and choosing clothes and shoes for their outfit

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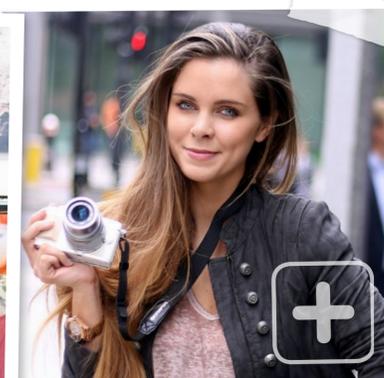
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Sophia Marinho de Lemos



MMM  
Fashion • Life • Style • Kids  
Erica Davies



Memoir Mode  
Kylie Martin

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shots. Of course we tried a group selfie shot – never an easy one to get right, say ‘Cheese!’ – and did I mention the food? Exquisite little canapés perfect for foodie shots that looked too good to eat! Ok, we ate them all, ahem... with a little help from the fab Olympus tech team of course!

Now that I've got my E-PL7 home – the girls are all using the chic white version but I have a penchant for the retro-looking black & silver! – I am so excited to take it out and about with me. The lighter, smaller

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## SOCIALLY SHARING

**1**

Being able to transfer pictures straight onto my iPhone and iPad has taken my Instagram and Twitter accounts to the next level. The quality shines right out and gives a real edge to my work. I never use my phone to take photos anymore! There's no point when it's so quick to load up photos with the Olympus Image Share app – in fact sometimes I bypass my



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and very competitive younger sibling of the E-P5, I can slip them both in my bag and use them interchangeably! Not just the perfect camera for bloggers, but for a wide range of photographers looking for something powerful, flexible but small. Read on to find out why...

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laptop altogether for blog posts and just use the app and my iPad! It's well worth checking out the project feature in this issue on page 14 for how to set up your camera with the Olympus Image Share app.

1

Click [here](#) to download the Olympus Image Share app.



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### SOLO CREATIVE

2

Sometimes there is a team of two or three people behind a blog, but many bloggers, like myself, work solo, which, when you're creating content that features yourself can be tricky. However, the remote control function, which operates through the Olympus Image Share app, makes things so much easier!

You can set up your camera on your tripod and viewing yourself on your phone screen can help get the exact shot you want. With the most up to date firmware you can control a



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vast array of your settings remotely including aperture, shutter speed and white-balance. You can even shoot using live view so you can see exactly what's happening. I always pop on the self-timer, which gives me plenty of time to compose myself and get my phone out of shot!

**2**

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### EDIT ON THE GO

3

Of course it's ideal if you've taken a photograph which needs little to no editing, but where's the fun in that anyway? I'm not quite the filter addict I used to be but I do like to lighten and brighten my photos and if I'm trying to convey a particular atmosphere I'll sometimes use a filter. At the moment my favourite Image Share filter – which you can apply in-camera or in the Image Share app on your screen – is the Dramatic Tone in black and white. I just discovered you can also add



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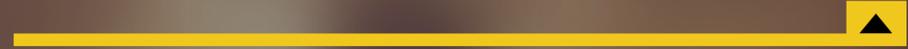


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little doodles and your own handwritten signature to your pics in the app too! I'm also a big fan of VSCO Cam for its subtle filters which you can reduce the intensity of – it also has a whole load of editing tools including straightening and cropping. It covers all my needs! I've also just downloaded Hyperlapse and Echograph to play around with video effects too.

**3**



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### GET PERSPECTIVE

4

I'm slightly obsessed with getting beautiful detailed shots of products and clothes. This means using a portrait lens to get a tight crop, produce satisfying depth-of-field and beautiful bokeh. My go-to lenses for this are the Olympus M.ZUIKO 45mm f/1.8 and I also use an old OM 'legacy' lens with an f/1.2 aperture to get the most dreamy bokeh imaginable (do check out my bokeh blog for examples!) I've also just got my hands on an M.ZUIKO 75mm f/1.8 which I can't wait to try



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out. For full-length shots of outfits or people or taking travel and city shots, I find the M.ZUIKO 17mm f/1.8 lens is ideal.

4

[crazybeautifulbokeh.tumblr.com](http://crazybeautifulbokeh.tumblr.com)



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## GET THE LIGHT RIGHT

5

I think most bloggers prefer the results you get with natural light and if this means taking yourself outside for outfit shots or moving a flat lay or plate of food nearer to a window then so be it. The right light is everything in photography and can totally transform a shot. You just gotta find the light! Although try your best to stay away from glaring midday sun that just whitens things, find a bit of shade instead if you're lucky enough to be somewhere sunny at this time of year. This



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also applies if you're shooting portraits, so be kind to your subject and don't have them squinting into the sun. If you want to get a little more advanced you can use a reflector to move unwanted shadows away from faces – you don't need anything fancy for this, a sheet of plain white paper will do. Hold it near your subject and move it around until you control the light where you'd prefer it (eliminating any unflattering dark shadows).

**5**



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### CHANGE YOUR VIEW

6

I'm a big fan of prime lenses, in fact I don't tend use zoom lenses much at all. I like the constraints of working with primes as you're forced to work harder at your shot and I think my composition has improved as a result. The news of the 40-150mm PRO lens that's just launched does excite me though – with a constant aperture of f/2.8 this would be an ideal lens for fashion shows, where a zoom is a real advantage, but keeps my bokeh-side happy too. In terms of settings, for



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a long time now I've been shooting in aperture-priority only – I also set the exposure compensation, white-balance and ISO – but I've shied away from going fully manual as shutter speed is my weakness. That's my next challenge, getting comfortable with my shutter speeds! I did recently take some long exposure night shots, which came out really well!

6

Click [here](#) for more on the new 40-150mm PRO lens.





**We caught up with Julia at this year's fashion week rushing in between blog posts, and working hard for Topshop to see what were her #LFW essentials, here's what we found:**

13" Macbook Pro, iPad mini in white in caseable case, Olympus PEN E-P5, Olympus PEN E-PL7, Olympus LS-12 recorder, notebook and pen, hand cream, phone charger cable.





“I left the event an Olympus convert – and trust me I’m stubborn”



# Girl in Menswear

Not Just for Girls. Not Just About Menswear

## Sophia Marinho de Lemos

[Girlinmenswear.com](http://Girlinmenswear.com)

With a unique menswear inspired blog stemming from the poetic beginning of a blossoming relationship and the need to borrow clothes, Sophia Marinho de Lemos, based in Stockholm, features regular posts mixing fashion and lifestyle. She has been awarded the British Fashion Council Blogger Award, and has been featured in oodles of international magazines including *Cosmopolitan*, *Company*, *Idol*, *Stylist*, *Glamour* and *Harper's Bazaar*.

“One of the things I have enjoyed the most about having a blog, is learning how to use a camera properly. Of course I’ve had cameras before, but previously I’d never used any setting other than Automatic – I basically thought ISO was a soft drink!

“Although my photography skills still have room for improvement, I am always looking to get that bit better. So, when fellow blogger Julia from Stylonylon invited me to attend a photography day hosted by Olympus to try out their new PEN E-PL7 from their PEN range of cameras, I decided it was worth extending a trip to London for.

“Hosted at Olympus’ exhibition space near Liverpool Street Station, myself and other bloggers gathered for a tutorial day about how to use their recently launched PEN camera. Normally it’s hard to pitch-in events like these to bloggers – namely because most of us are rather attached to our existing cameras, but I left the event an Olympus convert – and trust me I’m stubborn.

“Here’s why: The PEN E-PL7 is small – it’s basically the same size as my Samsung Note mobile phone (which granted is on the large size). It’s also incredibly light. Now, if you’ve spent holidays lugging around massive SLR cameras and even bigger lenses, you’ll know that trying to protect your camera from the weather, avoid it





*“I left the event an Olympus convert – and trust me I’m stubborn”*



getting too much attention and just lugging around its weight for a full day of playing tourist can be tiring to say the least. Despite its compact size, the quality of the photographs the E-PL7 produces are as good as any I’ve ever created with a larger device.

“It’s also designed for our generation. That’s to say the screen is touchscreen and it has Wi-Fi so you can take a photograph and transfer it straight to your phone for immediate uploading. Yep. You can take an AMAZING photo and have it on Instagram before your dinner gets cold.

“Olympus has also designed the camera with the Instagram user in mind. The Art Filter mode allows you to apply filters and borders to pictures as you take them, so no need to mess around in Photoshop afterwards – you can do it all straight away.

“A fan of the selfie? You can twist the screen around to take a photo of yourself. You can also set up the camera with a timer, but control when the picture is taken with an app on your phone – no more enlisting the boyfriend to photograph me on the weekends when he’d rather be down at the pub! This all sound a bit gimmicky for your liking? It’s not. And I mean that. It has all the snazzy effects yes, but it also has all the functionalities that an avid photographer will require. It’s a great little device and I can’t wait to show more of it on my blog. Yep – told you, a convert.”





*“The Art Filter functions are perfect for Instagram addicts like me”*



**Erica Davies**  
[Modernmummusthave.com](http://Modernmummusthave.com)

With over 15 years of experience in the industry as fashion editor on national newspapers and magazines, Erica Davies is a London-based stylist, fashion journalist and brand consultant. Having spent years creating fashion pages, writing stories, travelling around the world on shoots, styling books, appearing as a style expert on TV and radio, Erica has even created her own collections for high street fashion chains.

“One of my new blog resolutions is to work with a camera more, rather than just snap pictures with my iPhone. Not that there’s anything wrong with that, it’s just that spending the past 15-odd years working with amazing photographers, I really want to become more proficient in creating lovely images for myself.

“One visually inspiring blog I really love is written by my friend Julia from Stylonylon, who is pretty handy with a camera – which explains why she’s an ambassador for Olympus.

“So when she invited me and some other bloggers to an event she was hosting with Olympus to try out their new PEN E-PL7, I jumped at the chance. This is one seriously stylish camera – small and lightweight, it is also absolutely designed for this generation. It’s got a touchscreen, is Wi-Fi enabled, which means you can upload onto your device directly from the camera and onto Instagram in seconds AND it is perfect for selfies as the back screen flips around.

“Plus the best thing for fashion bloggers is that you can use the camera with a tripod and remotely control it with the Olympus Image Share app on your phone – no more





*“The Art Filter functions are perfect for Instagram addicts like me”*



pestering the husband to take those #ootd pictures. The Art Filter functions are perfect for Instagram addicts like me as you can choose your filters and borders before you even take the shot - meaning there is no messing around afterwards. Easy.”





“What’s great with this nifty little mirrorless camera is that you can change lenses like a DSLR”



# Memoir Mode

**Kylie Martin**

[Memoirmode.com](http://Memoirmode.com)

Since the birth of Memoir Mode in 2011 Kylie Martin has had some pretty amazing experiences: she was one of the Jacques Townhouse ambassadors, has been in the pages of *Glamour* magazine, *Look* magazine, *Cosmopolitan*, *Grazia*, *More* and *OK* magazine. She’s been featured on the *Vogue* website, been recognised by the British Fashion Council and was shortlisted for a ‘Brilliance in Blogging’ award in their photography category and also shortlisted in the ASOS Fashion Finder awards – among other things.

“I am a bit of a camera geek... I have cameras, lenses and equipment scattered all around my house. If I ever pick up a magazine I will walk straight past the fashion aisle to photography and technology. I was so excited when my pal Julia invited me to try out a camera as part of the PEN generation. Best of all... I got to take it home!

“As soon as I walked into the Olympus Image Space gallery I was handed a brand spanking new PEN to get to work with. We were using the Olympus 14-42mm f/3.5-5.6 lens, but what’s great with this nifty little mirrorless camera is that you can change lenses just like a DSLR – including blogger favourite wide-aperture lenses. You can also get an adapter, which allows you to use some other lenses you may already have, including other brands’.

“Great first impressions of the camera, I can’t wait to get my hands on a wider-aperture lens so I can really get a feel for it and think it will be perfect for when I don’t want to lug around my DSLR.”

