

the Equiluxe
EXPERIENCE



EQUILUXE

hello and
WELCOME

We're honored to create an unforgettable experience that celebrates you, your beautiful horse, and the meaningful moments that matter most. Our goal is to capture your horse's essence with stunning, timeless portraits you'll treasure for years to come.

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OUR STYLE

Blending elegance with a hint of nostalgia and fine art, we capture the enduring beauty of your equine partner in every beautiful shot.

OUR PHILOSOPHY

We capture the beauty and personality of your horse or the bond that you share, creating invaluable heirlooms that tell your unique story. Our approach focuses on genuine moments and individuality, reflecting the essence of your love in every shot.

OUR PROMISE

We guarantee an exceptional experience, providing you with not just portraits but meaningful wall art. Our commitment is to excellence, ensuring each piece we create is a beautiful reminder of your cherished moments, captured with sophistication and care.



MEET THE ARTISTS

I have always had a passion for anything creative and anything horse or dog orientated, having started my own portrait commission business at the age of 13. Since then I have refined my skills and become a successful equine and canine photographer, and Graphic Designer.

However, my business would not be where it is today without Joe's help. He is (what most of us in the equine industry would call) a "professional ear pricker", and a skilled second-shooter for shows that require more than one photographer.

We work closely together during private photoshoots to guarantee you receive the best images possible of your horse, with me behind the camera, and Joe ensuring those ears are up!

We are thrilled that you are interested in working with us and we look forward to getting to know you and your horse better.

Toni and Joe



“It was a pleasure to collaborate with Toni, whose exceptional service and outstanding photography skills captured Rocky beautifully.

Our photographs are stunning.”

– *Lauren Jones*



THE EXPERIENCE

Step into a world of equine luxury and warmth with our full-service photography, where every moment is crafted with care and attention to detail.

From capturing the unique essence of your horse's individuality to the special bond you share with them, I'm here to capture - and support you through - it all.

Picture a personal and enriching experience that leaves you with not just photos, but unique pieces of fine art filled with your cherished memories.

Your session is tailored to highlight your horse's elegance and charm, ensuring they look and feel their best.

With a personalized approach from the session consultation, through styling advice, to posing guidance, every step is a collaboration.

Together, we'll bring your vision to life, creating photographs that not only capture your style and your horse's personality but also the meaningful connections and special moments you both share.

EXPERIENCE INCLUSIONS

PERSONALISATION CONSULT

We'll plan every detail together so your vision is brought to life with ease and intention.

CURATED WARDROBE STYLING

We are always here to guide you when needed to create an effortlessly elevated, editorial look.

EQUINE HEADWARE

Ensure your horse is camera-ready with the use of our photography halter, designed for ease of post-production removal to give that effortless, al-nature appearance.

FULLY GUIDED SESSION

From poses to expressions, you and your horse will be gently guided every step for the most flattering results.

CUSTOM RETOUCHING

Each image is carefully refined by hand to enhance natural beauty while preserving authenticity to achieve an elegant, high-end finish.

ONLINE VIEWING

Receive expert guidance in selecting your most impactful images, thoughtfully chosen for artwork and heirloom display.





OUR PROCESS

01

SESSION PLANNING

After you reach out, we'll shape your photoshoot through a detailed discovery call, covering your vision and expectations to determine if we are a good fit. Following this, booking will begin and will be complemented by a comprehensive planning guide for every detail.

02

PHOTOSHOOT DAY

Upon arrival we will spend some time getting to know you and your horse better, and then we will commence our session. With expert guidance throughout, we'll create a stunning collection of images to treasure.

03

VIEWING AND ORDERING

Within 3 weeks you will be invited via link to review your images, allowing you to pick favorites and decide on wall art or prints. I'm always happy to assist in selecting the best portraits, and then I will send your images off to print production.

04

YOUR FINAL PRODUCTS

Enjoy your beautifully retouched Social Media images via a private gallery download and look forward to receiving your printed artwork and prints to cherish and display at home.



Client LOVE

"I have known Toni for some time now and watched her photography business evolve. Photos she has done of my horses and dogs in the past are now precious keepsakes.

I continue to document my pets and organise photoshoots as gifts - nothing beats that perfect shot of your best furry friend! Toni is patient and understanding and works productively with the animal to most effectively capture 'that shot'."

– *Simone Bloomfield*

"Toni was an absolute professional, knew exactly what she was doing re angles and props. She wasn't scared to get down on the ground and dirty just to get the right angle.

And the results were amazing. We are so pleased with the photos, they are incredible."

– *Tracie Kyne*



DISPLAYING YOUR ART

At Equiluxe, we believe your portraits deserve more than to live on a screen - they deserve to become timeless works of art.

Whether displayed on your walls, preserved in a luxurious, handcrafted album, or gifted in a cherished keepsake box, your images are transformed into heirloom-quality pieces that will be treasured for generations.

We'll guide you through the best ways to showcase your portraits in a way that fits your home, your heart, and your story - so you can enjoy them every single day, rather than placing them in the third drawer in your kitchen with the spare batteries.

Out of the drawer and onto the wall...

Luxury
PORTRAITURE

As equestrians ourselves, it's not hard for us to see beauty in every horse that we meet. Our Portraiture sessions are tailored specifically to your horse individually, aiming to capture their unique appearance and character through fine art and editorial posing and unique angles.



IF VOGUE WAS FOR HORSES

As equestrians ourselves, it's not hard for us to see beauty in every horse that we meet. Our Luxury Portraiture sessions are designed around and tailored to your horse specifically, aiming to capture their unique appearance and character while remaining true to breed standards.

Each session is comprised of unique, fine art and editorial poses and various angles from headshots and full bodies, to the finer details such as their gorgeous eyes and adorable whiskers, and their meticulous plaits or bands.

All images are hand-edited to reflect an old-money aesthetic, making them perfect statement pieces for your living room walls, or expertly arranged into a bespoke album or keepsake box for your coffee table.

THE FINER DETAILS

SESSION READINESS

Each of our clients receive a beautifully presented welcome pack upon booking, complete with styling tips and preparation guidance to ensure a smooth and luxurious experience from start to finish. Our mobile studio service is designed to blend the elegance of fine art portraiture with the grandeur of your horse. The result is timeless, museum-worthy imagery to be treasured for generations.

YOUR VISION AND AESTHETIC

At the heart of each session is *you*. We begin with a personal consultation prior to our session date to understand your unique preferences, visual style, and the emotional story you'd like to tell. Whether you have a specific concept in mind or are seeking guidance, our process is deeply collaborative — ensuring the final imagery reflects not just beauty, but meaning. Every detail is tailored to your horse.

STUDIO SET UP

Upon arrival at your location and while you are finalising your preparations, our team discreetly transforms your chosen space into a polished studio environment. We thoughtfully prepare and locate our backdrop and props to curate an environment that will complement your horse's presence and ensure a seamless luxury experience — all within the comfort of your horse's own space.

If you have chosen to have your horse photographed in our photography halter - to be removed in post production - we will guide you through its use and help you fit it to your horse.

SESSION CONDUCT

With calm, considered direction and an intuitive approach, we are dedicated to creating an atmosphere where your horse feels safe and relaxed. Every moment is guided with care — always prioritising the animal's wellbeing. We also bring with us a range of treats (with your permission) to help encourage your horse to remain motivated and willing to participate in their session. We are more than happy to accommodate any breaks you or your horse might need to take during our session.

LOCATION REQUIREMENTS

To bring our fine art experience to you, we require a clean, covered area such as a barn aisle, shed, or indoor/covered arena. Concreted flooring produces a polished and luxury finish to an image, however where concrete is unavailable, sand footing is satisfactory. This space should allow us to safely position your horse and craft beautifully composed imagery with intention. We'll advise on suitability during your consultation, ensuring the environment is both functional and aligned with our safety preferences.

THE OPULENCE COLLECTION

Exquisite. Exclusive. Unforgettable.

The Opulence Collection is the pinnacle of equine portraiture — a fully immersive, editorial-style experience for those who desire nothing but the extraordinary. Featuring custom styling, cinematic lighting, bespoke location options, and unparalleled attention to detail, this package transforms your horse into a timeless work of fine art. Every element is crafted to perfection.

The Opulence Collection is equine photography at its most graceful — a luxurious journey from vision to masterpiece. It's a taste of luxury, delicately composed.

Personal welcome package	Private online viewing gallery
Up to 2 subjects	15 image Keepsake Box
1.5 hours of photographer's time	Corresponding Social Media files
Multiple tack changes	\$300.00 print credit

INVESTMENT: \$1,000.00

Additional upgrades available, please see Upgrades on page 18
Discounts available for 3+ clients with the same date and location
Travel not included in Investment price



THE LUXURY COLLECTION

Luminous. Polished. Distinctively Yours.

The Luxury Collection is designed for discerning clients seeking a bespoke experience and breathtaking results. With extended session time, multiple styling options, and elevated creative direction, each image becomes a gallery-worthy statement of artistry and emotion.

Personal welcome package	Private online viewing gallery
Singular subject	5 matted Fine Art prints
1 hour of photographer’s time	Corresponding Social Media files
One tack change	\$200.00 print credit

INVESTMENT: \$700.00

Additional upgrades available, please see Upgrades on page 18
Discounts available for 3+ clients with the same date and location
Travel not included in Investment price



THE ELEGANCE COLLECTION

Refined. Graceful. Timeless.

For those who appreciate sophistication in its purest form, the Elegance Collection offers a curated experience that captures your horse's natural beauty with artistic precision. With expert styling and a focus on light, form, and detail, this session delivers fine art portraits that celebrate the quiet power and elegance of your equine partner. It's a taste of luxury, delicately composed.

Personal welcome package	Private online viewing gallery
Singular subject	3 matted 8 x 10" Fine Art prints
45 minutes of photographer's time	Corresponding Social Media files
One tack change	\$100.00 print credit

INVESTMENT: \$425.00

Additional upgrades available, please see Upgrades on page 18
Discounts available for 3+ clients with the same date and location
Travel not included in Investment price



UPGRADES

Additional Subject

\$100.00 + per subject
(please inquire for accurate cost)

Fine Art Backdrop

+ \$100.0

Additional tack change
(inclusive of an additional 15 minutes)

+ \$80.0



The background of the entire image is a stack of white photo albums. A white ribbon is draped elegantly over the top album. The top album's cover features a square photograph of a person in a cowboy hat riding a horse through a field at sunset. The text "Timeless BONDS" is overlaid on the image, with "Timeless" in a script font and "BONDS" in a bold serif font.

Timeless BONDS

Our Timeless Bonds sessions offer a heartfelt, on-location experience that captures the connection between horse and human with authenticity and grace. Each image is hand-edited to reflect a timeless, elegant aesthetic — perfect for framed display, albums, or keepsake boxes.



MOMENTS TO TREASURE

There is a quiet magic in natural light — the kind that reveals emotion, softness, and truth. Our Timeless Bond sessions are an invitation to step outside, slow down, and honour the connection you share with your horse. Whether nestled in the golden hues of a countryside paddock, beside a windswept shoreline, or simply in the comfort of a place that holds meaning to you, these sessions are entirely bespoke and held on location — wherever your story lives.

With a refined, documentary-style approach and artistic direction, we capture both intimate moments and striking equine portraits, beautifully balanced between connection and stillness. Every image is hand-edited with our signature timeless aesthetic — designed to be cherished in heirloom albums, keepsake boxes, or displayed as fine art on the walls of your home.

THE FINER DETAILS

SESSION READINESS

To ensure every detail is considered, each client receives a comprehensive welcome pack that outlines what to expect, how to prepare, and how to make the most of your session. From wardrobe suggestions to grooming tips, we help you feel fully prepared and confident on the day. Our sessions are not rushed — they unfold organically, allowing us to capture genuine connection, subtle gestures, and those fleeting, unforgettable moments that speak volumes.

YOUR VISION AND AESTHETIC

Each Timeless Bonds session is crafted around your story — the relationship you've built and the emotions you want to preserve. Prior to your session, we'll guide you through a personalised consultation to discuss your preferences, styling, and any specific imagery you envision. Whether candid and emotive, or softly posed and refined, our goal is to create work that feels not only beautiful, but deeply personal, either in the saddle or on the ground.

SESSION CONDUCT

Our approach is calm, intuitive, and deeply attuned to the nature of the horse. With years of equine experience and a deep respect for the animals we photograph, we create an atmosphere of quiet ease — one where both horse and human can relax into the moment. We allow space for natural interactions to unfold, capturing the beauty of connection with authenticity, grace, and a light artistic touch.

LOCATION REQUIREMENTS

One of the most unique aspects of our Timeless Bonds sessions is that they can take place anywhere. Whether it's your own paddock, a windswept hilltop, a quiet forest trail or on the beach, we work with you to select a location that feels meaningful and visually inspiring. We'll also advise on lighting and time of day to ensure every frame is bathed in the most flattering, natural light possible.

THE LEGACY COLLECTION

Cinematic. Bespoke. Unforgettable.

The Legacy Collection is the ultimate Bond experience — a fully personalised session designed to immortalise the connection between you and your horse. Set in a location of your choosing, this session blends fine art, lifestyle, and cinematic portraiture into a cohesive visual legacy.

Every detail is thoughtfully styled and guided, with ample time to explore different looks, locations, and moments. The final images are carefully hand-edited to your studio's signature timeless finish, and presented in heirloom-quality formats made to last a lifetime.

Personal welcome package	Private online viewing gallery
Up to 5 subjects	15 image Keepsake Box
2 hours of photographer's time	Corresponding Social Media files
Multiple tack and outfit changes	\$300.00 print credit
Portraiture session for 1 subject	

INVESTMENT: \$1,200.00

Additional upgrades available, please see Upgrades on page --
Discounts available for 3+ clients with the same date and location
Travel not included in Investment price



THE DEVOTION COLLECTION

Emotive. Story-Driven. Beautifully Balanced.

The Devotion Collection invites you into a narrative — one that captures nuance, trust, and emotion in every frame. This experience offers room for natural storytelling, multiple looks or locations, and a mix of candid and composed images. Both your bond and your horse's individual beauty are captured with editorial finesse and artistic vision.

It's a perfect harmony of soul and scenery, preserved in fine art images designed for albums, framed galleries, and heirloom collections.

Personal welcome package

Human & up to 2 horses

1.5 hours of photographer's time

One tack and outfit change

Private online viewing gallery

5 matted Fine Art prints

Corresponding Social Media files

\$200.00 print credit

INVESTMENT: \$800.00

Additional upgrades available, please see Upgrades on page --
Discounts available for 3+ clients with the same date and location
Travel not included in Investment price



THE EMBRACE COLLECTION

Intimate. Honest. Graceful.

A quiet celebration of presence and connection, the Embrace Collection offers a refined yet accessible introduction to our Timeless Bonds experience. Captured in natural light and thoughtfully composed on location, this session beautifully honours the relationship between you and your horse. It also includes individual portraits that showcase your horse's unique grace in a serene outdoor setting.

Each image is hand-edited to reflect our signature fine art aesthetic — perfect for framed prints, keepsake boxes, or as part of a growing legacy.

Personal welcome package

Human & 1 horse

1 hour of photographer's time

One tack and outfit change

Private online viewing gallery

3 matted 8 x 10" Fine Art prints

Corresponding Social Media files

\$100.00 print credit

INVESTMENT: \$500.00

Additional upgrades available, please see Upgrades on page --
Discounts available for 3+ clients with the same date and location
Travel not included in Investment price



Toni has been an absolute pleasure to work with, I initially booked in for some portraiture sessions for my horse and was so blown away by the photos we then booked a family shoot with our old dog. Both shoots we ended up buying so many photos because they were all absolutely phenomenal!

Toni always made us feel really comfortable, it was natural and fun and she made everything look so magical. Wouldn't go to anyone else for any of my animals photoshoots.

— *Laura Clark*



FREQUENTLY ASKED QUESTIONS

Q - WHEN IS THE BEST TIME TO BOOK?

We recommend booking at least 2 months in advance, especially for sessions during peak seasons when your horse is in full summer coat or show condition. If you're seeking a farewell session or are working with limited time, please reach out — we do our utmost to accommodate sensitive and immediate needs.

Q - WHAT LOCATIONS DO YOU SERVICE?

Based in Echuca, Victoria, we proudly offer sessions throughout Australia. The first hour of travel is complimentary; each additional hour is charged at \$30.00. Travel fees may be shared when multiple bookings occur within the same region and date (within 30 minutes of one another).

Q - HOW DO I PAY FOR MY SESSION?

We accept payment via PayPal, card or bank transfer. A non-refundable 50% retainer secures your date, with the balance due 7 days prior to your session. Flexible payment plans are available upon request, offered bi-weekly or monthly via credit card or bank transfer. Gift cards are also available for thoughtful, timeless giving.

Q - WHAT IF I NEED TO RESCHEDULE?

Your booking includes one complimentary reschedule. Further rescheduling requests will incur a \$100.00 fee each.

Q - WHAT IF I NEED TO CANCEL?

Should you need to cancel, your retainer will be forfeited. Any payment made beyond the retainer will be refunded.

Q - HOW WILL I RECEIVE MY DIGITAL FILES?

Each printed image is accompanied by a matching social media file, delivered via Google Drive within two business days of final payment.

FREQUENTLY ASKED QUESTIONS

Q - WHAT HAPPENS IF THE WEATHER IS POOR?

We monitor weather conditions closely and will contact you 12–24 hours in advance if rescheduling is required. Alternate dates are offered at no extra charge and typically occur within 7–14 days of the original booking.

Q - DO YOU OFFER DISCOUNTS FOR MULTIPLE CLIENTS?

Yes. When three or more clients book for the same date and location, a group rate applies. Travel costs will be equally divided among participants.

Q - WHEN/HOW WILL I VIEW MY IMAGES?

You'll receive a private online gallery via email within 2–3 weeks of your session. Need a faster turnaround? Expedited editing is available — please enquire for rates.



FREQUENTLY ASKED QUESTIONS

Q - SHOULD I PLAIT OR BAND MY HORSE?

While not required, we recommend preparing your horse as though entering the show ring — plaiting or banding (and applying a small amount of makeup) enhances refinement and results in the most polished, high-quality imagery.

Q - WHAT IF MY HORSE WON'T COOPERATE?

We tailor every session to suit each horse's personality and needs, with ample patience and breaks as required. We will not conclude a session until we've captured a thoughtful collection of images. For safety reasons, sessions will be paused or ended only if a horse displays dangerous behaviour.

Q - WILL MY IMAGES HAVE A WATERMARK/LOGO?

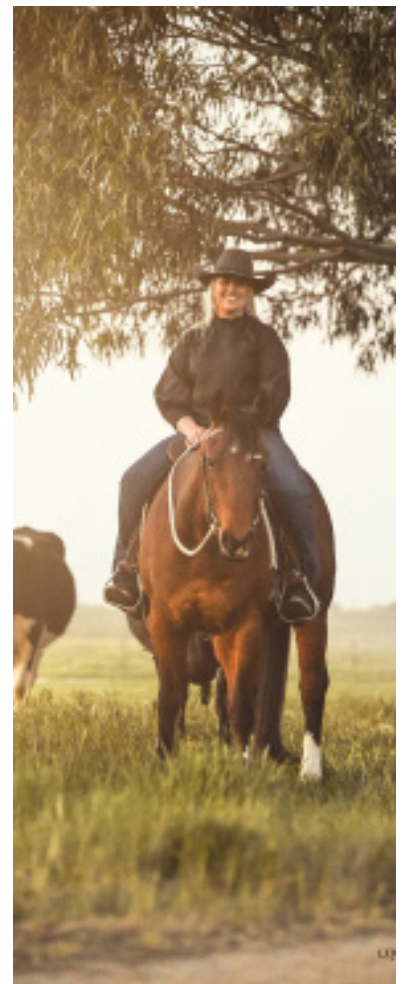
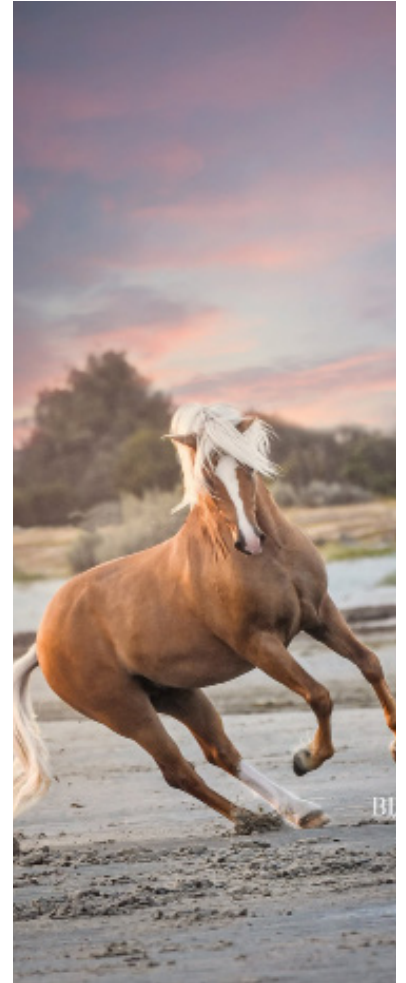
Printed images are delivered free of logos or watermarks. Social media files include a discreet signature mark in a non-intrusive position. We kindly ask that it remain intact.

Q - HOW SHOULD I PREPARE FOR MY SESSION?

Upon booking, you'll receive a beautifully curated welcome pack containing our preparation guide. It includes styling suggestions, grooming tips, and all you need to feel confident and relaxed on the day.

Q - CAN I INCLUDE MY DOG, KIDS OR FAMILY MEMBERS IN THE SESSION?

Yes — additional subjects are welcome and may be included for an added fee, typically starting at \$100.00. Final pricing will depend on the nature of the inclusion and session type. Please enquire for a tailored quote based on your vision.





ready for luxurious
PHOTOGRAPHY?

I'm eager to address any inquiries you might have! Book a quick 15-minute call to discuss the perfect photography session tailored to you and your horse. This is your chance to ask questions, share your vision, and feel completely confident in the experience ahead.

Your dream session starts here...

0419 555 891
info@equiluxe.com.au - www.equiluxe.com.au



THANK YOU

Thank you for considering Equiluxe to capture your beloved equine. We're honored you're here and can't wait to help you create something truly meaningful. If you have any questions or would love to connect further, we're just a message away.



EQUILUXE