

News Release

June 2019

ELEVATE YOUR SELFIE WITH APEX HOTELS

To celebrate National Selfie Day on Friday 21 June, Apex Hotels has enlisted a top UK model and photographer to help guests elevate their selfies whilst staying at their hotels.

With many guests staying at hotels for events and weddings – showing off your glam look before beginning your night has become de rigueur. However with only a short time in the lift between floors, those keen to shoot their style have to be at the top of their selfie game.

To help guests and visitors capture that perfect selfie, Apex Hotels has pulled together a set of top 10 tips, provided by model and fashion stylist Rebecca Donaldson and international photographer Sandy Young, to ensure that every self-shot is 100 per cent ready for the 'Gram.

For model Rebecca – who has worked with numerous fashion houses such as Thierry Mugler and appeared in countless campaigns for top brands including Karen Millen and Pretty Little Thing – angles are everything.

Rebecca said: “You really have to get to know your face and what angles work best for you. Capture a lot of selfies and practice those different angles, with slight movements in each shot to find what works best for you, with the lighting you have. Posture counts as well, so pull those shoulders back and down – show off that décolletage.”

For photographer Sandy Young – who counts Hollywood movie stars, royalty, presidents and international sports stars amongst his portfolio – lighting is key to the perfect selfie.

Sandy said: “When it comes to the perfect shot, lighting is everything. It’s unusual to find diffused natural light within a lift so ensure you are not directly underneath a spotlight as this will throw unflattering shadows on your face. Also, don’t be tempted to switch on the flash – it is far too harsh for a selfie.”

Angela Vickers, Apex Hotels CEO, said: “With #liftselfie and #elevatorsselfie having over 400,000 tagged posts alone on Instagram, capturing the perfect shot of yourself in a lift is big business.

“With guests staying at all ten of our stylish hotels across the UK for events, nights out and weddings, we are delighted to help ensure they capture their flawless look before stepping out of the lift.”

Apex Hotels top ten tips to elevate your selfie

- Know your angles and get to know your face. Practice different angles and know which side of your face is more flattering for the camera
- Lighting is key. Natural light always works best, but spin your body until you find the best lighting for the shot
- Posture! Pull your shoulders back and down. Show off that décolletage
- Smile! Everyone engages more with a smiling photo, but if that’s not for you then work on your 'smize' – Tyra Banks knows!
- Take a lot of selfies. Change movements ever so slightly in each image to capture the best possible shot – it also gives you a lot of choice
- Hold your Smartphone from above, (chin down camera up) this gives you a more flattering look and defines the jaw line
- Light is everything. Try to shoot in diffused natural light, not directly below a light as this will throw unflattering shadows on your face
- Don’t use the flash as this is too harsh for a selfie
- Make sure your eyes are in focus within the shot
- Try using the self-timer for a more professional looking portrait and find a good app like Snapseed or Lightroom to edit

For more information on the Apex Hotels visit: <https://www.apexhotels.co.uk/>

ENDS

Note to Editors

About Apex Hotels

Apex Hotels is one of the UK’s leading independent operators of four-star contemporary hotels. Headquartered in Edinburgh, the group operates 10 hotels in London, Edinburgh, Glasgow, Dundee and Bath.

Hotel portfolio:

Apex Grassmarket, Edinburgh 31-35 Grassmarket, Edinburgh, EH1 2HS	Apex City Quay Hotel & Spa, Dundee 1 West Victoria Dock Road, Dundee, DD1 3JP
Apex Haymarket, Edinburgh 90 Haymarket Terrace, Edinburgh, EH12 5LQ	Apex City of London, London 1 Seething Lane, London EC3N 4AX

Apex City of Edinburgh, Edinburgh 61 Grassmarket, Edinburgh, EH1 2JF	Apex London Wall, London 7-9 Copthall Avenue, London EC2R 7NJ
Apex Waterloo Place, Edinburgh 23-27 Waterloo Place, Edinburgh, EH1 3BH	Apex Temple Court, London 1-2 Serjeants' Inn, London EC4Y 1LL
Apex City of Glasgow, Glasgow 110 Bath Street, Glasgow G2 2EN	Apex City of Bath Hotel, Bath James Street West, Bath, BA1 2DA

Model, Rebecca Donaldson

Rebecca Donaldson, 24, is a model, fashion stylist and blogger living in Glasgow. As well as achieving a BA Honours degree in International Fashion Branding at university, Rebecca has also modelled for the past seven years, working with famous brands such as Thierry Mugler and appearing in various fashion campaigns including Karen Millen and Pretty Little Thing.

Now running her own business as a personal stylist alongside Instagram account @iamrebeccadonaldson, Rebecca shares a mix of day-to-day outfits, styling tips and beauty must-haves.

Photographer, Sandy Young

Award winning photographer Sandy Young has more than 20 years' experience behind the lens, covering a range of subjects from news, business and politics to arts, culture and sport for both national and international media titles.

Having photographed some of the most influential and recognisable people across the globe, Sandy counts Hollywood movie stars, royalty, presidents and international sports stars amongst his portfolio. His varied and highly sought after photography skills ensure he is highly regarded within media circles here in the UK and beyond.

FURTHER INFORMATION

For media enquiries please contact Beattie Communications:
Carla Rinaldi – 01698 787862 – carla.rinaldi@onlybeattie.com
John Scott – 01698 787844 – john.scott@onlybeattie.com