



FUJIFILM
X
SERIES

Stunning
skin tones

and perfect portraits, with FUJIFILM X Series

Whether you're in the studio, out on a location shoot or documenting friends and family, you want your portrait pictures to be perfect and that means pin-sharp eyes, beautiful colors and a premium quality that you'll be proud of.

ADVANCED SENSOR

The FUJIFILM X Series range consists of ten mirrorless models and five premium compacts, meaning there's something for everyone. With Fujifilm's advanced Sensor Technology, shooting with the X Series range means you can capture super-sharp images that are full of detail and even print your images at large sizes with much better quality than you'd get from a smartphone or compact camera.



COLOR FIDELITY

Thanks to 80 years of manufacturing film, Fujifilm Corporation has become an expert in color philosophy, which is demonstrated in the beautiful images that the X Series systems are capable of producing, as well as the ability to reproduce colors and skin tones. With color in mind, Fujifilm's unique Film Simulation modes give you the option to enhance your images and let your creativity flourish as you apply different effects to your shots.



FOCUSING

For spot-on focusing Fujifilm boasts fast and accurate autofocus. The X-T2, for example, features an Intelligent Hybrid AF with phase detection, which offers 325 selectable AF points meaning it's easy to make sure your subject is in focus.



THE X SERIES EXPERIENCE

COMPACT, LIGHTWEIGHT AND STYLISH, THE FUJIFILM X SERIES RANGE OFFERS BOTH CREATIVE AND PRACTICAL FEATURES TO HELP YOU CREATE STUNNING PORTRAITS

Stunning simulations

WITH A WIDE RANGE OF FILM SIMULATION MODES AVAILABLE ON X SERIES CAMERAS, YOU CAN ENHANCE YOUR IMAGES IN-CAMERA WITH STUNNING EFFECTS IN MOMENTS. THE X-T2, X100F AND X-PRO2 OFFER 15 DIFFERENT MODES – IT'S TIME TO GET CREATIVE!

Film Simulations

Access the shooting menu of your X Series camera and in the first tab, scroll down until you see the Film Simulation option. You'll then be able to choose from the variety of Film Simulation modes. The PRO Neg. options are a good choice for portraits as well as the PROVIA/Standard or the ASTIA/Soft, but it all depends on the feel you want your images to have. Alternatively, you may wish to shoot in SEPIA or the new ACROS (+YE/R/G FILTER), which offers beautiful black & white tones.



ASTIA/SOFT

Bring out soft tones with a saturated pop of color



PROG. NEG. HI

Perfect for natural skin tone reproduction



PROG. NEG. STANDARD

This mode gives a low saturation and soft tones



SEPIA

Go retro with a warm sepia look



VELVIA/VIVID

Reproduce vibrant colors in your images



CLASSIC CHROME

For a documentary feel with added tonal depth



ACROS (+YE/R/G FILTER)

Rich gradation from this new mode



PROVIA/STANDARD

Great for a range of subjects and scenes



NO NEED TO RELY ON BASIC
SOCIAL MEDIA FILTERS WITH
THESE BEAUTIFULLY CLASSIC
AND BESPOKE MODES



MONOCHROME (+YE/R/G FILTER)

Ideal for architecture and street



LOW-KEY

The opposite of
high-key, this filter
creates dark tones
with emphasized
highlights.

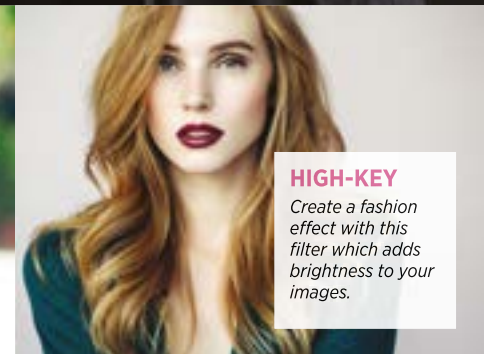
ADVANCED FILTERS

DIVE INTO YOUR X SERIES SHOOTING MENU AND YOU'LL FIND
EVEN MORE FILTER OPTIONS FROM TOY CAMERA TO MINIATURE
FOR CREATIVE EFFECTS. THERE'S A GREAT CHOICE FOR
PORTRAIT PHOTOGRAPHY



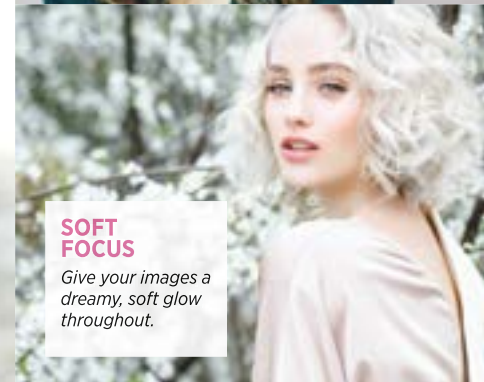
TOY CAMERA

Apply a retro toy
camera look to
your shots.



HIGH-KEY

Create a fashion
effect with this
filter which adds
brightness to your
images.



SOFT FOCUS

Give your images a
dreamy, soft glow
throughout.

Perfect Portraits

**FOLLOW THESE TOP TIPS TO
MAKE SURE YOUR PORTRAIT
PICTURES ARE PRISTINE**

1 STRIKE A POSE

You want to make your subject look the best so choose angles that show off their best features. Shooting from waist level is a good starting point. Some Fujifilm models like the X-T20 and X-T2 have a tilting monitor, so you can get even more creative with angles.

Remember to direct your subject. For a fashion shoot you might go with stronger poses, but for a natural portrait picture, get your model to assume casual poses such as leaning on something or sitting down. Don't forget to consider what they're doing with their hands. Using a grip such as the Vertical Power Booster for the X-T2 will allow you to shoot in portrait orientation with ease as it offers a shutter release button, Focus Lever and Fn button so you can get full length shots to show off your subject's outfit.



2 HARNESS THE LIGHT

Natural light can be extremely flattering for skin, so shooting outdoors is a great option. An ideal time for outdoor portraits is the golden hour, which is the time just before sunset or just after sunrise when the light has a lovely golden quality. To help illuminate your subject, use a reflector to fill in shadows on their face for a soft and even spread of light. In bright conditions, or in the studio, you'll need a low ISO, use a low setting such as 100, but when it gets darker and you're capturing in low light, the ISO will need increasing. FUJIFILM X Series cameras excel in these conditions, so push to a higher number such as 1600 and enjoy the incredible results.

TRY THIS

*Position your
subject with the
light behind them
to add a beautiful,
backlit glow.*

IN FOCUS

Whether you prefer to manually focus or use autofocus, getting it spot on for portraits is key. The X-Pro2 features 91 focus points and offers focus peaking so you can check which area of your image is sharp. Use the Focus Lever to switch focus points and lock onto your subject's eye for pin-sharp results.

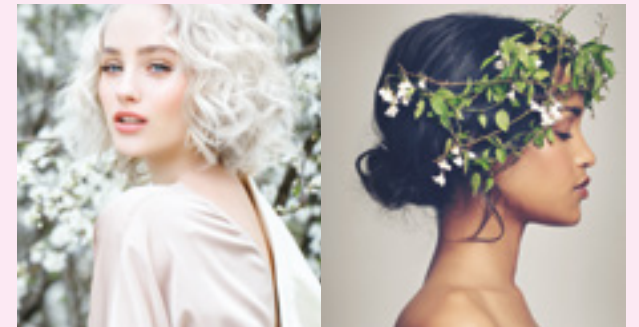
You're spoiled for ways to compose. Use the rear LCD monitor or the electronic viewfinder to see a real-time preview of settings as you shoot. The X-Pro2 also features the Advanced Hybrid Multi Viewfinder allowing you to switch easily between the optical viewfinder and the electronic viewfinder with the Focus Lever. You can even shoot remotely using the X Series camera's built-in Wi-Fi and check your composition using your smartphone.

If you want to put yourself in the frame the X-A3 features a 180° tiltable LCD and a dedicated Selfie mode.

**SUPER STYLING**

It's a good idea to create a mood board for your shoot so to nail the style you're going with. This can also help you choose the location and come up with more ideas! Don't forget to use the Film Simulation modes, which include SEPIA, MONOCHROME (+Ye/R/G FILTER) and ASTIA/Soft to add the finishing touches to your creations and save time on post-processing.

Turn to page 4 for more on Film Simulation modes.

**TOP TIP**

For a nostalgic, muted tone use the CLASSIC CHROME Film Simulation mode, and to soften, try ASTIA/Soft.



LENS LESSONS

Different lenses do different jobs and the XF range has a selection of prized pieces that are ideal for shooting portraits.

The FUJINON XF23mmF1.4 R offers a 35mm equivalent focal length of 35mm, which is favored for portrait photography and boasts one of the widest apertures in the range at F1.4. With F1.4 selected, focusing on your subject will produce a beautifully blurred background to make your subject really stand out. Simply select aperture-priority mode on your camera and then on your lens select the F1.4 aperture and the camera will choose the best settings for you.

The XF16-55mmF2.8 R LM WR zoom features a narrower aperture, but offers flexibility within its zoom range so you can photograph your subject in a beautiful scene or zoom in for mid or headshots without having to physically move closer.

TOP TIP

Look for a contrasting background and choose a shallow aperture to blur it.



Gear Guide

TO COMPLEMENT YOUR PORTRAIT PICTURE-TAKING, YOU SHOULD HAVE AT LEAST ONE OF THESE IN YOUR KIT BAG



1



2



3



4



5



6

1. FUJIFILM DOMKE CAMERA BAG, SMALL

This stylish and premium camera bag is perfect on the go! Designed with a unique color combination and luxe leather, it'll take you and your X Series camera further.

2. FUJIFILM XF56mmF1.2 R APD LENS

With a 35mm equivalent focal length of 85mm, this prime lens allows you to shoot at a comfortable distance and offers the widest aperture in the XF range.

3. FUJIFILM LEATHER CASE LC-X100F

Carry your camera in style with a premium leather case. Keep your kit protected until you're ready to shoot. See www.fujifilmusa.com for the full range to fit your model.

4. FUJIFILM XF16mmF1.4 R WR LENS

This lightweight lens has great portability so you can take it with you anywhere, and create beautiful bokeh thanks to its F1.4 aperture.

5. SHOE MOUNT FLASH EF-X500

Add an extra kick of light to your portraits with this flashgun, which can rotate 90° vertically, 135° left and 180° right.

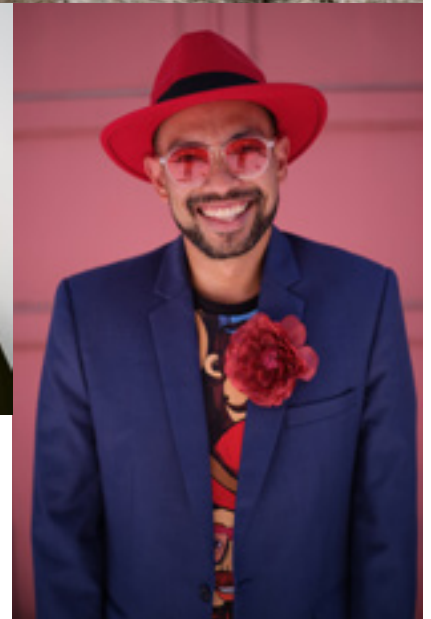
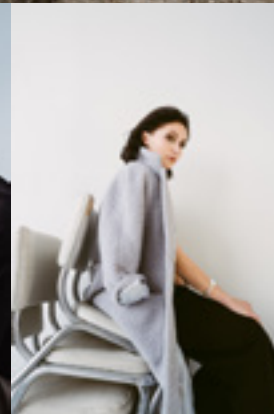
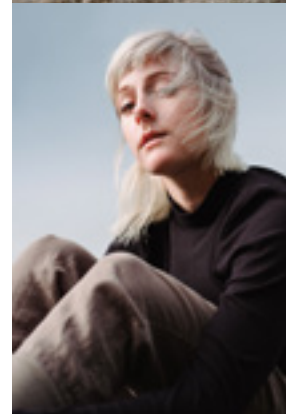
6. FUJIFILM XF18-55mm F2.8-4 R LM OIS LENS

This versatile zoom lens will let you capture a broad variety of images from close-ups and beauty shots, to full length shots too.



FUJIFILM IN ACTION

THESE BEAUTIFUL TONES AND COLORS WERE ALL CREATED BY FUJIFILM USERS. VISIT [FUJIFILM-X.COM/PHOTOGRAPHERS](https://www.fujifilm-x.com/photographers) FOR MORE INSPIRATION



IMAGES

top Kara Mercer FUJIFILM GFX 50S Camera and GF32-64mmF4 R LM WR Lens at 1/1000 sec at F4, ISO 320 *left* Kara Mercer FUJIFILM GFX 50S Camera and GF32-64mmF4 R LM WR Lens at 1/250 sec at F4, ISO 16; *above* Victoria Wright FUJIFILM GFX 50S Camera and GF63mmF2.8 R WR Lens at 1/500 sec at F4, ISO 200 *above right* Kara Mercer FUJIFILM GFX 50S Camera and GF32-64mmF4 R LM WR Lens at 1/250 sec at F4, ISO 1250 *right* Ivan Joshua Loh FUJIFILM GFX 50S Camera and GF63mmF2.8 R LM WR Lens at 1/3000 SEC at F2.8, ISO 200



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