

EXTRAORDINARY WOMEN IN BUSINESS
CEDAR RAPIDS/ DES MOINES

PHOTOGRAPHY

From the Heart

Jamie Gallagher of **Treasured Moments, LLC** gives people the gift of freezing time.



Photography found Jamie Gallagher at her darkest hour. At 12 years old, her father passed away unexpectedly, and her family didn't have a single photo of them together. When her mother was diagnosed with terminal cancer just a few years later, Gallagher was determined to capture all the moments she could.

"I became 'camera happy,' constantly wanting to freeze time," she recalls.

"I knew one day it would be all I had left."

Gallagher's mission to capture life's sweetest, simplest, and most special moments became a passion, which led to a successful profession. Today, as the founder and owner of Treasured Moments, LLC, Gallagher has been featured in over 80 publications.

She joyfully serves clients in all seasons to celebrate and commemorate

life's most poignant moments—the surprise engagement, the baby bump, the newborn photos, the family holiday portrait. Even pet portraits, product photography, senior pictures, and professional poses are within her repertoire.



She describes her approach as a combination of perfectly posed portraits and candid moments of emotion, love, and reality. "One day, it's all you will have left. I want to help you relive the best moments, ones that otherwise may

be forgotten. My heart is in this work," she says. "I love that I get to be part of people's biggest moments."



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An Eye for BOUDOIR

Boudoir photography, a French term for "bedroom," is a growing niche in the photography industry that leans into a person's sensual side.

Understandably, the intimate art form can be a bit nerve-racking, especially for first-timers. But Gallagher's relaxed demeanor quickly puts people at ease. "Nine out of 10 people are anxious when they first come through the door, but they always leave on cloud nine," Gallagher says.

To help clients acclimate to the process and to celebrate the successes of those who have come before, Gallagher hosts an online, women-only Facebook group for past and future boudoir clients. It's a place where people can become familiar with her style and personality, and where women can "hype each other." They can see work from clients of all ages, styles, and body types.

"We live in a world where we grow up with all these expectations of what we should look like, and I hate that. Our bodies are not part of a checklist," she says. "I get to open your eyes for you to see how beautiful you are, exactly as is."

"I cannot say enough amazing things about Jamie! The environment she has created in her studio is one that is comfortable. I've already got another session in the works with her."

—Boudoir Client

