



Michelle Mckay – The Loveliness Collection

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Michelle Mckay – The Loveliness Collection: Introducing The Loveliness Collection, our most user-friendly preset collection yet. It is designed to be gentle on shadows and forgiving to highlights, but it exudes kindness and sweetness. With creamy skin tones, this collection of 16 presets for Lightroom and ACR is suitable for both indoor and outdoor shooting.

Included Presets:

- SOFT (4 variations): Gives indoor shots a gentle kiss and a flattering glow. Each variation helps manage different lighting conditions and skin tones.
- SOOTHE (5 variations): Originally crafted for challenging highlights, these presets are perfect for managing overexposed shots and pushing highlights too far in the camera. Ideal for achieving a soothing effect.
- STRONG (3 variations): Intended to add a little extra kick to images captured in flatter light or for those who appreciate bold blacks with depth and richness.
- SUNSHINE (3 variations): Tailored for outdoor work or any setting with bright light, these presets enhance the sunny atmosphere in your photos.
- Black & White: A close sister to the original BW from The Beautiful Ordinary preset collection, this classic black and white preset features strong blacks, clean whites, and a timeless feel. Evolved and refined, it's perfect for achieving a sophisticated monochrome look.



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