



# UNICE PHOTOGRAPHY



# Local artist and storyteller leading the way for female photographers

Eunice Philip first picked up a camera in high school and enthusiastically pursued photography throughout university. Her talent and love of capturing special moments eventually motivated her to turn her hobby into a profession and she launched her own business, Unice Photography, in 2021.

*"I had a passion to do photography. I started by photographing pictures of my friends and family and it took me to the next level. As I kept shooting, I learnt as well. I then went to university*



*and I did it as a side hustle to get extra money,"* explained Eunice.

Before setting up her business, Eunice provided photography services for her church and to support fundraising projects in her community. She also photographed vendors selling their products at the Pacific Casino Hotel Sunday Markets. *"I went down there just to photograph some of their products and to give to them for free, so that they can have those pictures posted on their page."*

Eunice's business provides mainly portrait photography services to the local Solomon Islands community. Her

*"I had a passion to do photography."*

portfolio includes maternity, single portrait, family, graduation and couples' photography, as well as big events such as birthdays, engagement parties and weddings.

One of her most memorable shoots was when she did a *"maternity/family photography session and I really enjoyed it because it was more like a family and was very informal. I had a great time with the family, including directing them. I love to work with kids."*

In running her business, Eunice focuses on delivering quality, storytelling images and providing excellent customer service. *"I go beyond for my clients, so that they know that their*



*"I go beyond for my clients..."*



*time is valued as much as the images that they will be keeping as memory," she said.*

As an artist, Eunice also brings a unique quality and feel to her work that attracts her clients. *"My style, it's more of a boho, kind of a brownish color tone. That's what sets me apart."*

Eunice has also been able to fill a key gap in the Solomon Islands' photography market. *"I get a lot of customers, but sometimes I would be busy and I would need someone to step in, but I don't have anyone because they would specifically want a female."*

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*“We women like to go the extra mile for our family portrait sessions. The feedback I get is that they like it when it’s another female behind the camera, they feel at ease and it’s much easier for them to work with,”* she continued.

*“There are not a lot of women photographers in the Solomon Islands and most of my clients are women. It’s mostly dominated by males and I would like to have younger females to be part of this.”*



To further diversify her skills and business offering, earlier this year, Eunice was involved in a business branding photography project, in which she produced a stunning collaboration with local tie-dye business, Sons & Daughters (also an Influen-shell business). *“I did this with someone who had a small business. I wanted to help take images for her products and bring them out. She does sarongs and dyed sarongs,”* she explained.

Eunice started using Facebook when she first held a camera back in high school. *“I pretty much opened my Facebook account to post my photos*

*“We women like to go the extra mile for our family portrait sessions.”*



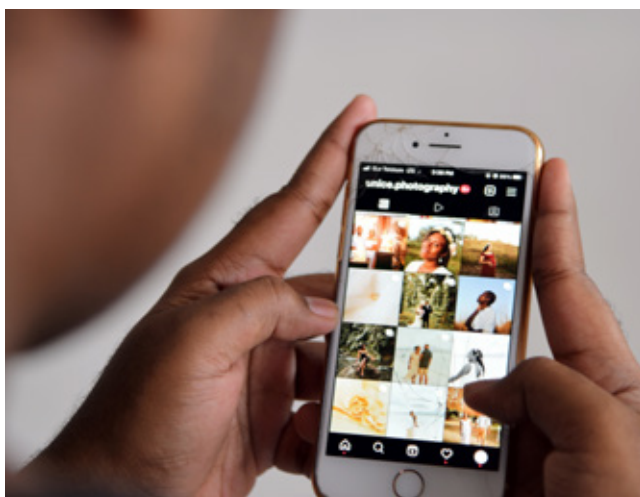
*just for fun, and also to get my confidence in actually putting my images out there for people to see."*

Now, Eunice uses Facebook and Instagram to market Unice Photography, posting images, video montages and 'behind the scenes' short films to showcase her beautiful work and the process behind it. The online platform has enabled Eunice to *"post my packages up or the session I just had after I get permission from the client and make sure that it's a storytelling image."*

*"Facebook is my biggest platform for me to generate sales, because a lot of the Solomon Islanders are on Facebook compared to Instagram."*



*"I pretty much opened my Facebook account to post my photos for fun..."*



*When I post something on Facebook, that's when I get clients enquiring about my business services. Facebook connects me to my customers, it's like my middleman," she described.*

Looking forward, Eunice is now planning to expand her business, which will include *"reaching out to new markets like branding photography and having a little studio that can cater for it, and especially having more females doing what I do."*

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As Eunice leads the way for other female photographers in the Solomon Islands to learn from and follow, she remains inspired to continue *“building up storytelling images that actually tell stories...not just of individuals, but of the Solomons as a whole.”*





## Unice Photography

Phone: (+677) 74 64355

Email: philip.uni97@gmail.com

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