

The Vision of Luiza Avetisyan: Sensitivity and Technique on the
Season 39 Jury of the Outstanding Maternity Award

Moving to a new country and restarting a career is a challenge that demands both courage and vision. However, for the photographer behind the international brand LuluDress, this transition was more than just a geographic shift. Above all, it was a strategic professional evolution for Luiza Avetisyan that today unites Ukraine, Europe, and Canada under a single artistic vision.

See more of her wonderful work at [@avetisyan.luizaa](https://www.instagram.com/avetisyan.luizaa)

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Luiza Avetisyan has built an extensive international career in education. She conducts photography workshops and masterclasses in several countries, including the United States and Canada, mentoring photographers in the areas of lighting, communication, and creative direction.

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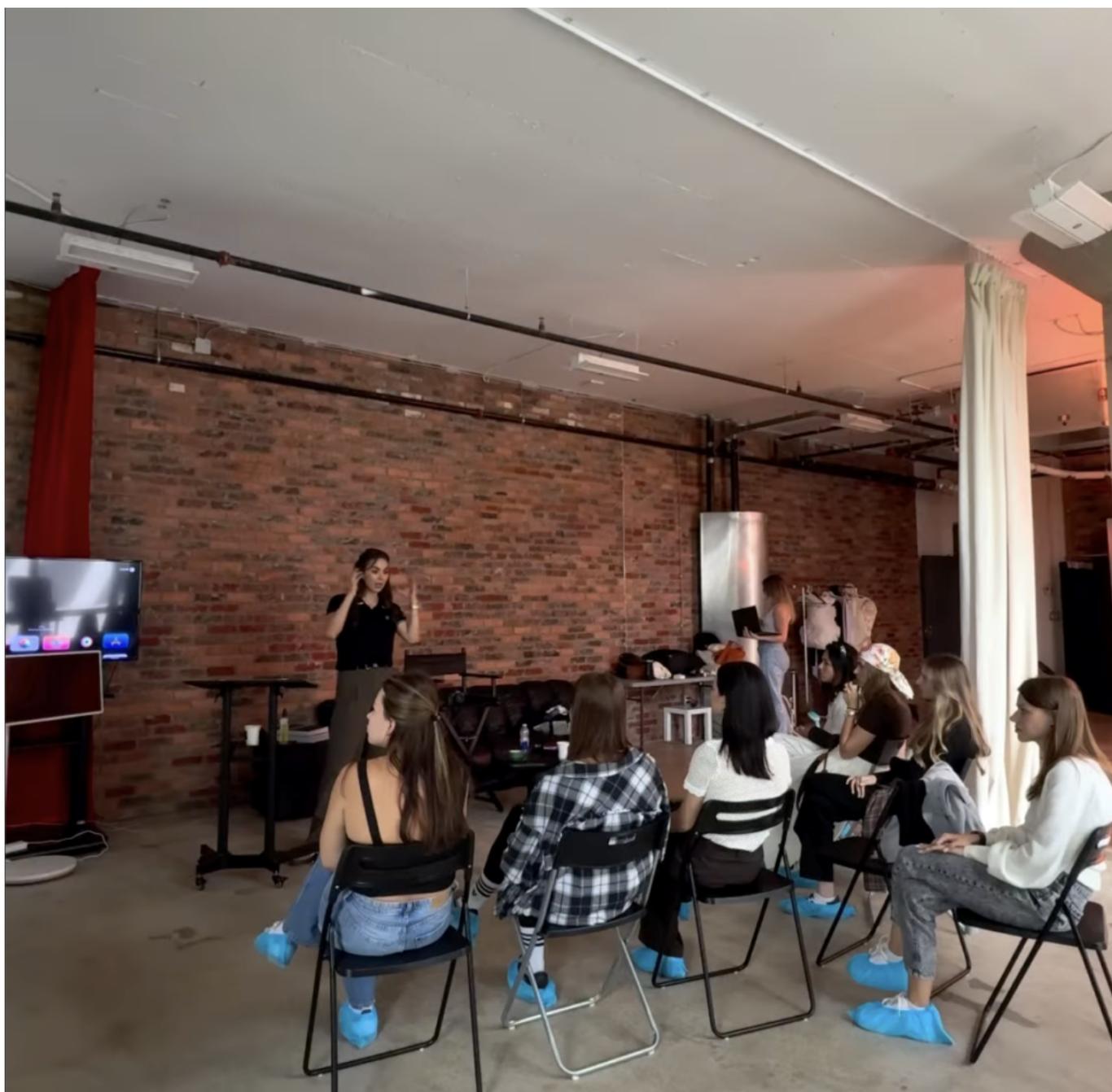


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As the creator of the ProArt educational project, Luiza is currently writing a book focused on a structured system for mastering studio lighting. She also manages her own creative showroom, where she develops exclusive and personalized looks and costumes specifically for her photo sessions. This adds a unique stylistic signature to her work.



Luiza brings her deep technical expertise to Season 39 as a judge for the Outstanding Maternity Award which is held since 2014, where she will help define the most creative and

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inspirational maternity and family images of the season.

[The award brings together photographers from all corners of the world](#), encouraging them to be among the top professionals in the industry. By participating in this Season, photographers are not just entering a contest; they are placing their work before leaders like Luiza to test their skills and inspire the world.

Submit your work for Season 39 at <https://maternity.outstandingaward.com>