

Cover all angles at EOS Boutique

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EXPERT: Meet the man who will not only sell you a camera, but teach you to take your best shots with it, too, in his store in Subang Jaya

WITH a former Canon man at its helm, the EOS Boutique in SS15, here, can expect to go beyond being just another photo shop in the Klang Valley.

Teoh Peng Kee is the owner of the first and only EOS Boutique in the Klang Valley. He has a deep passion for the job, and has set high standards for the store in Subang Square Business Centre.

Turning two this September, the store is differentiated from a conventional photo shop in that it does not merely provide photo services and products.

"We value our customers and we are proud that we take the time to consult our clients on their needs when they step in.

"We strive to give them a full experience under one roof, from knowledge about the right type of equipment for them and how to get the most out of their cameras and equipment, to workshops to better their photography skills. They can get it all here," he said in a recent interview with *Streets*.

Within this perfect one-stop avenue for photo enthusiasts and the average customer, Teoh offers his customers a combination of passion and eagerness to impart his photography knowledge.

Unlike in other photo shops, Teoh takes time to understand a photo enthusiast's needs and offers guidance on which camera model to go for and which equipment would pair well with it.

Most importantly, Teoh, who is



Teoh Peng Kee is glad to train his attention on all customers, from the pros to the newbies. Inset) Shop for all your photography needs at ESO Boutique in in **Subang Square Business Centre**. Pic by **Saddam Yusoff**

also an imaging consultant, is there to make sure that the customer does not make a purchase that he or she will regret. He helps to ensure that the customer's investment goes a long way.

There is no limit on the time he is willing to spend with a customer, from the pre-sales consultation to after-sales services, and even a chat to exchange views on photography.

The customer is also welcome to test the cameras and lenses before making the final commitment.

Teoh said photography classes were also held for those wanting to learn basic skills, retouch and refine pictures, the smart user programme, as well as the technical aspects.

Photo sharing sessions are also held frequently, said Teoh.

"Over here, we want our cus-

tomers to invest in purchases that are right for them and we are honest with what we recommend.

"This way, they will enjoy the experience that the cameras and equipment can deliver. From there, they can purchase add-ons to enhance their equipment.

"Photography is not just about capturing the right moment, it's also about using the right equipment.

"It should not only have artistic value, it should also tell a story. This is why I emphasise on mastering the basics and learning the art of 'seeing', which I am always excited to share with my customers, most of whom have, over time, become my friends," he said.

When it comes to transferring the images onto paper, Teoh said the store offers high-quality printing service with different media, which include paper to canvas, from the minimum A4 to A1 size, as well as panoramic printing.

The store also houses a studio that can be used for photo shoots. For sale on its shelves are essential photography equipment such as tripods, bags and DSLR video accessories.

Teoh has published a book on travel photography entitled *Capturing The Sense of Place*, which is filled with photographs of street scenes and landscapes. He worked at Canon for 18 years in the sales division.

He has also conducted Canon EOS seminars and travelled extensively in Southeast Asia to countries such as Vietnam, Cambodia, Nepal, Sri Lanka, Inner Mongolia and Kashmir to test Canon cameras.

EOS Boutique is at W-08-0, ground floor, West Wing, Subang Square Business Centre, Jalan SS15/4G.

For details, call 03-5612 0337 or visit Facebook page www.facebook.com/eosboutique or www.eos-boutique.com.