

DEBBIE Jones' enthusiasm for photography and in particular food photography is a joy.

Such is her passion for her twin loves in life that she can hardly get the words out quickly enough to tell you everything about what she is doing.

She was given a camera as a present at the age of 14 and was inspired by her stepfather who was fanatical about photography.

She started her own company, Imaging Essence, 18 months ago.

After 12 years of corporate marketing experience with the likes of Epson, Dell and Adobe, some of whom are still her clients, she felt it was time to start out on her own.

### **Dream cheese shop**

"It wasn't that I wasn't enjoying it," she told me,

"I just had this passion for starting my own photography business and couldn't hold back any longer. It's what I'd always wanted to do."

Talking to her you wonder how she managed to last so long.

However, behind Debbie's bubbly infectious personality is a shrewd business brain.

"It's always been the case that there are fewer photographers specialising

# Debbie's really putting the focus on food



## **foodweek** with Sally Dorling

Sally, from Long Crendon, runs Marketing Food, which aims to help small producers better market their products. For more information log on to [www.marketingfoods.co.uk](http://www.marketingfoods.co.uk)

in food than in, say, weddings, but I did need to do my research," she says.

But it was helping a friend who had moved from Kingsey, near Haddenham, to fulfill her dream and run a cheese shop in Devon that really persuaded Debbie that she could start Imaging Essence.

Originally based in Aylesbury Vale District Council's Hot Office for small businesses, she was then delighted to receive a grant to enable her to open her current studio in The Courtyard, Milton Road, Aylesbury in September last year.

She lives in Fairford Leys in



### **An image with impact: Debbie Jones**

Aylesbury, so it's not a huge commute!

### **A pretty picture is no good**

She believes that her background

in marketing has taught her that a picture speaks 1,000 words, but that the image must have impact if it is communicate well. I first met Debbie



at the Thame Food Festival 2010 and the images she produced there were exactly that.

"A pretty picture on its own is no good" she goes on. "It must have a point: it must achieve something."

And what of the future I ask? "I want to grow the business; employ people; expand the studio," she says and you just know it will happen.

Finally, I ask Debbie what had inspired her most.

"It was the photographer Bob Carlos Clarke and his book 'White Heat' about Marco Pierre White.

The gritty black and white shots were just awesome. It was ground breaking and wonderfully inspiring."

**[www.imagingessence.co.uk](http://www.imagingessence.co.uk)**  
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Picture by Jay McLaughlin