OH WHAT TO WEAR

A STYLE GUIDE

This style guide includes tips and tricks on how to effectively plan your outfits for a memorable photo session.

All of these tips are just suggestions based off my experience as a working photographer of 8 years in the fashion, influencer and social industry.

My hope is that they help INSPIRE your outfit picking process for confidence and comfort! If you have any questions, please do not hesitate to reach out to me!

XOXO

Cydney

COORDINATE NOT MATCH

Pick a color palette and plan your outfits for the session from those chosen colors.

It tends to be easier when you find a "center stage" piece in girls and women clothing and pull colors from their outfits to create looks for boys and men.

Think of complimentary colors like blue and yellow, red and blue, black and white, pinks and greens. Colors that work together and do not match tend to be a lot easier than trying to get everyone in "pale pink" and have color pieces be slightly off.

ACCESSORIZE FOR ADDED INTEREST

Accessories can really add to a photo session so think outside of the box and accessorize to compliment your outfits.

Be true to yourself, but look for ways to can add interests to your outfits. If you do not normally wear hats or necklaces, do not start now. Look for earrings or other things you typically wear that can be a bit snazzy or can add a pop color into the session.

Adding accessory interest includes: hats, flowers, bow ties, jewelry, vests, jackets, and layered clothing. Layering and using interesting pieces can take an okay image and turn it into something great!

Do not use pieces that take too much attention away from the people in your photos. The accessories and clothing should only compliment the people.

MAKEUP USE

Some girls do not wear a lot of makeup and that is totally fine because I am a firm believer you need to stay true to who you are.

You might not be a "glam girl" or a Youtube makeup artists but you should wear defining makeup. Defining makeup includes mascara, light contouring/ blush and a lip color.

(Be sure to bring the lip color to the session for touch ups)

By wearing this minimal makeup it ensures your face is not washed out and you are defined in the images.

*I would also highly suggest you wear eyelash strips or extensions as they help define the eye and add more interest to your face.

USE LAYERS AND TEXTURE

Layers and texture can bring a lot of interest and beauty into the photos.

If you want a subtle pop in your outfits, use multiple layers and textures to add interested instead of using color!

Textures and layers can include using different materials like:

- Embroidery Detail
- Lace
- Hand Knits
- Snocking and Drapery
- Ribbons
- Ruffles

Using layers and texture can add detail and added depth in photos.

THINK OF SHOES

Plan out your outfit and shoe combo.

It's easy to think "eh it's just my feet" but this can also add a fun interest to the photos.

It can also be a pop of color if planned that way!

THINK HOW IMAGES WILL BE USED

A lot of times couples pick outfits they like, but the use of the photos do not match the occasion.

Think about the primary reason you are taking the photos and plan according.

For example, if you are taking Christmas card photos you might want to dress in seasonal clothing that has a more wintery color palette. If you plan on using your engagement photos for prints at your wedding, plan the colors and styling accordingly to match your wedding "style."

I have seen too many people style themselves one way and later find that the photos do not jive well for how images are being used!

Think ahead. Think of the purpose.

SUBTLE PROPS

Not everyone likes using props, but if you are wanting to include them, think about props that contribute to the photography session. For example, if you are getting married in January and are shooting with a wintery color palette, think of using a complimentary blanket for the photo session.

If there is something meaningful we can incorporate that into the shoot.

If you do use props, make sure they do not add a distraction in the photos. Example of this: I took a nautical engagement session once where the clients wore navy, red, and yellow. To add interest we used a big anchor, a rope knotted and sailor hats. We also took pictures around a dock and stacked boats.

BE TIMELESS

This is more of a personal choice but try to pick outfits that are timeliness.

Whatever your style is make sure your choices wont looked dated by avoiding passing trends. Be true to yourself, not what is popular on Pinterest.

BE COMFORTABLE

Make sure that you both are comfortable in the outfits you are wearing for the photography session.

Many make the mistake of picking dressy outfits that are not made for comfort or confidence.

Many female clients in particular pick skirts and dresses that are shorter than they normally wear which results in them constantly are pulling down the hemline which makes candid moments tough.

Outfits can really affect your attitude how you carry yourself in photos so make sure you feel confident in what you choose to wear!

In short, choose outfits that you are not going to be picking at during the session!

LIMIT PATTERNS

Patterns can add interest in the photos as well as a dose of personality but make sure they stay simple.

I have had couples wear stripes and plaid and it just clashes.

If you want photos that look good, compliment patterns and keep them minimal.

CONNECT YOUR LOCATION

Think about your location and how your outfits can compliment your surroundings.

If you are taking pictures at a vintage county fair, try to pick outfits that can compliment that. Dress for your location.

A FEW DONTS

- Try to avoid anything with big logos, characters, or brands. This tends to take the portrait down a few notches when it comes to quality as it becomes distracting. (We want to look at YOU not the BIG MICKY MOUSE on your shirt)
- If anyone needs to get their hair cut be sure to <u>let the hair grow a week</u> so it can become a little more natural looking than just that fresh out the barber look.
- Don't make everyone wear the same color-it is boring and dated. Coordinated colors can help everyone have their own spin on the colors picked rather than having that 90's look of everyone wearing all black shirts and khaki pants or different colored scarves. Try to be different and include everyone's individual styles.
- While trying to stay current and fashionable, do avoid obvious trends that will be dated soon. You can be fashion forward while still being timeless.