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WHAT TO WEAR GUIDE

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Dressing yourself in the morning is hard enough when you don't have to stand in front of a camera and be your best self. Choosing what to wear for a photoshoot can trigger even the most confident, farshun-ey fashionista to pull their entire wardrobe out onto the floor in search of the perfect outfit.





So if your nerves start to fizz when you think about what to wear, don't worry. This is SO normal! Before you lose sleep to late nights spent online shopping – putting articles of clothing in your cart only to take them out again – let's talk about what works and what doesn't.

Number one thing I want you to remember? Being comfortable is EVERYTHING. You should look and feel like yourself, first and foremost.

Be comfy

please

It's not uncommon for people to want to shop for new, sparkly, fabulous clothes to wear to a photoshoot. And that's totally fine - if that's your jam. But let's talk about comfort a little more. Do you think you'd be more comfortable in your favorite t-shirt and jeans or a new clingy little black dress?

The best route is usually to go with something that's tried and true.

Something you know moves with you and hugs you in all the right places.

Don't get me wrong - it 100% does not have to be jeans and a t-shirt.

You can glam it up a bit more if that's what you fancy. But if authenticity is what you're after, you're going to have to show up as yourself. And if you want to capture this time of your life in all its glory, then it's about the feeling of being in your own skin.



Match your outfit

TO THE LOCATION AND SEASON

If you're wearing a fancy ball gown in your living room, the viewer might assume you're going to prom. Don a little sundress number in a snowy field you can get a uber creative portrait yet the viewer might suffer from a crippling amount of pity for you...it's all subjective right?!. You and I will be collaborating on telling your story together, so let's get this right.





Plan your outfits around what you know about the conditions at the location we'll be shooting at. You'll want to be warm enough (or cool enough!), have pain-free feet, and look relatively native to your environment. For at home sessions, slip into your comfiest comfies and rock that (pants optional). The idea is to authentically capture you wherever you are.

Think through your clothing choices logically based on location, vibe, and comfort level.

Let's look at multiple outfits



Gather up two or three outfits that you feel amazing in and we can play around with different combinations via a zoom call or sending images via text or email. I'm not trying to photocopy trends in all their boring hues, I'm looking for the you-est you. Choose things that help you express yourself – I want you to grace my lens with your true, full personality!

Providing options helps me to make sure your threads compliment the environment, all coordinate with a beautiful flow - keeping the focus on you, where it should be!

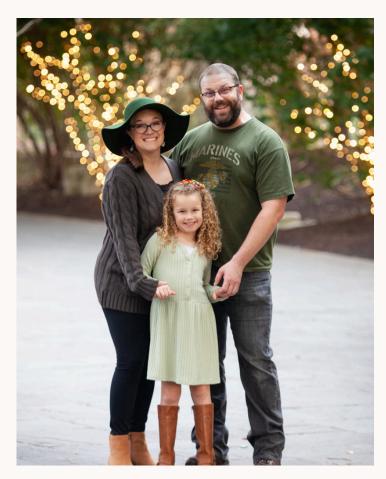
Super Tip: Google search - Photography Clothing Options, tons of color combiniations will come up!



Lead with personality

I'm up for it all. If you're in a heavy metal band and want to smash some things and scream at the sky, throw on your best concert attire and count me in. If you're a drama kid at heart and live for the spotlight, I'll help you turn your front porch into a stage and feed you the lines you've forgotten.

If you're a jeans and a t-shirt kinda person, let's work with that. I want your shoot to be different from everyone else's. I want it to be you.



Incorporate —— texture & movement

Pick fabrics that move and flow with you. Ones that add a cosy texture, or get picked up by the wind, filter the late afternoon sun, and glow in the morning light.

Natural fibres like linen, cotton, or wool are amazing. Avoid stiffseeming garments with collars as they look a bit too formal and often get tucked in weird spots and need adjusting.





Color scheming

A rule of thumb here is to choose to either complement your natural environment or contrast it. A mustard dress in a deep green forest will look epic, whereas a bright pink, patterned dress doesn't really fit in with your surroundings. It totally depends on what you're looking for!

For families it's best to keep your color scheme limited to four colors. You can choose one person to wear a feature color and have everyone else's outfits complement that.

Aim for neutrals and earthy tones. These colors compliment the outdoor environment almost anywhere you go and look amazing as a printed, framed photograph.



Don't get me wrong, I'm not advocating for a beige world of quiet and inoffensive colors. By neutrals, I just mean softer tones. Primary colors are incredibly striking, but can sometimes photograph very harshly and detracting from the main subject (which is you).

So for example, instead of electric blue, go for something closer to sky blue. Instead of bright orange, opt for ochre or apricot.

Color Theory





Remember the color wheel from 6th grade art class? Maybe you've gladly left your middle school days in the past, but the color wheel comes in handy when making good color decisions (aka planning what to wear). The color wheel is a great reference point when trying to figure out what colors look a bit weird together and what colors are a match made in heaven.

Choose the Right Colors for Summer

First, let's chat briefly about what colors for couples to wear for summer engagement pictures. Choose colors that complement your skin tones.

Look at the veins on the underside your wrist next to a window:

- If your veins appear blue/purple, you have cool tones.
- · See green/yellow/olive veins? You have warm skin tones.
- If you see a mix of blue and green, you have neutral tones.

Another trick is to hold a piece of white paper up to your neckline/upper chest. If you have pinkish tones when you look in the mirror, you probably have cool undertones. If you appear to have yellow tones next to that white paper, you likely have warm undertones. Neutral undertones will vary seasonally with that test.

People with warm undertones tend to look best in warm colors, while the opposite is true for cool undertones. And remember, if you and your partner have different undertones, you can mix color combos by looking for complementary colors across the color wheel.



Complementary Colors

These colors, the ones that look incredible together, are called complementary colors. They complement each other and create a visual harmony. They're salt and pepper, Bonnie and Clyde, peanut butter and jelly. Complementary colors sit across from one another on the color wheel (i.e. blue and orange, red and green, yellow and purple).

Below are some examples that show us how complementary colors do special things for the big picture.



The mustard dress pops against the blue.



The orange top pops against the green.

Obviously this fam has got the complimenary color going on!

Analogous Colors

But it's not all about contrast. We're all built so differently and respond to color combinations differently.

For those less taken by the 'pop,' analogous colors could be the way to go. Analogous colors are next to each other on the color wheel, and can be quite soothing to the eye.

Think of the jungle and all of the lush variations of green, or the ocean and the infinite hues of blue. Below, we've rounded up some photos that illustrate how analogous colors work together beautifully.



This family chose shades of blue to match the bluebonnet setting. The coveted red tie pops!



Blue and Green next to each other are a perfect match.

Complimentary, good! Matching, bad... only if it's done bad!

MATCHING CAN ADD TO THE PORTRAIT, IF DONE RIGHT AND IN THE RIGHT SETTING

You don't want to create the illusion of being your partner's twin. When multiple people wear the same color, sometimes their matching outfits blend together so much that you can't really see any of them properly. The viewer can't tell where one person begins and another one ends. They turn into one uniform blob.

In order for the aesthetics of your photograph to really sing, you want to find complementary outfits that showcase a variety of colors, textures, accessories, patterns, and tones.

Complement the other people in the photograph as well as your surroundings. The idea is to have everything look good together without everything looking the same.



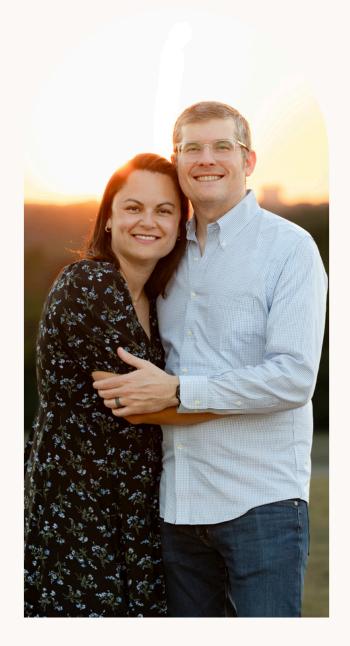
The black shirts looks very similar, BUT it works in the studio setting.

Be careful with pattern & prints.

Avoid large bold patterns as they often dominate the photograph and detract attention from your beautiful face.

Usually, subtle smaller patterns work best. Flannels or a light floral print are great when they complement the location. But less is definitely more with this one, try to limit yourself to one pattern at a time.





Matching patterns is a tricky task, and it's super difficult to do well. If you're not quite sure what category your patterned clothes fall into, shoot me an email or send me a text and I'll be happy to weigh in.

Layer up!

Wearing layers is great form (and function). Not only does combining layers and textures create more visually interesting photographs, but it preps you for all sorts of weather conditions, too!

Think jackets, cardigans, hats, scarves, tights, and headbands.





What to do about brand logos

Much like crazy patterns, clothing with writing or logos on it tends to be a bit distracting. We're not getting paid for Adidas' not-so-subtle product placement.

However, if the logo or phrase is tasteful (read: not tacky), in theme with the shoot, and fits your personality, I'm all for it. Here are some examples of logos that work.



This dad only wore T-Shirts...It works! Thank you for your service, sir! Semper Fi!





The Fine Art of

accessoring

Hats, sunglasses, socks, and jackets are a great way to jazz up your accessory game. Throw some fun extras into your bag but avoid large distracting pieces. If you couldn't tell by now, I'm interested in shooting you (not your clothes or your bling).

Watches are a bit of a weird one, especially in couple sessions. The big fat circle face of a watch is particularly apparent when people are holding each other's faces and bringing them in for some sugar. Best to leave the watch at home unless its sentimental.

Watch faces can draw the eye in and distract the viewer from your face or that engagement ring!



This pair just speak for thenselves.

Shoes. Shoes. Shoes...

Leather is great for boots, and know that sandals win over flip flops by a long shot.

Always consider context when choosing footwear for both aesthetic appeal and practicality.

Select the right shoes based on the location, and consider what you'd normally wear if I wasn't following you around with a camera. Being barefoot makes sense on the beach, and boots are beautiful in the mountains.

You can't have come this far, painstakingly planning your outfit, only to stop at your ankles. Shoes are a key part of a look and ideally complement the rest of the outfit.

If you wear heels like a pro, I definitely don't have the authority to tell you not to do that! Extra plus how legs look in heals! In most cases, we'll be stomping around on some relatively uneven terrain and I don't want you spraining an ankle...not on my watch. So plan slip ons to get around and your heals for picture time if they are a must. If you are in heals, I will skip giving you some energetic prompts to follow, so we all are happy when it's over!

Let's talk





THE GLOVES

Props don't have to scream 'PROP!" Go for the subtle things that accentuate your personality and help to tell a story about your life. Think pets, an instrument, surfboards, an umbrella, bike, or even a beer. Or simply everything, if that is your thing!



THE FAMILY PET!



ALL THE THINGS!

Makeup and hair

DO'S (AND DON'TS).

So this is totally your call! But, if I may... I would suggest cultivating a bit of the French je ne sais quoi that balances elegance and ease so well. I want you to look like you. So do whatever you need to do to feel confident and beautiful.

Hands tell such a story about who you are and where you've been and play a crucial role in portrait photography.

Sometimes photographs magnify bright nail polish, chipped manicures, and dirty fingernails. And once you see it, you can't un-see it – your eye just keeps on zooming in on that one bit of the photograph. It's really distracting. Treat yourself to a little subtle manicure or make sure your nails are neat and tidy before the shoot.

As for hair... Oh boy. I'm a sucker for the way a wild mane blows in the breeze. Up-dos are alright, and I totally get itit's so easy to throw your hair up! Hair down is the way to go. With your hair down, you get movement, you get interest, you get some perfect slices of imperfection in the best possible way. Just remember to take that hair band off your wrist!















ADDITIONAL TIPS:

- Quick slimming tip #1, right here! If you would like to appear smaller next to your partner, wear a darker color than them. This does not mean black! Your partner just needs to wear the lighter of the two colors so you appear smaller when placed next to them.
- Quick slimming tip #2. if you want to go sleeveless, be concious of holding your arms slightly away from your body. When you relax them next to your body they press against your side and appear larger.
- Little ones If your child will likely need to be held or are just so small, if you dress them in a lighter version they will stand out more. White or ivory is always a good choice for the little ones.
- Hair accessories for young ones. If they don't typically like a headband or hat, they will probably not like it at the photoshoot. By all means, we can try, but be prepared to fix their hair or have a funny crimp when they decide to take it off!



LET'S RECAP

- Dress for the season.
- Dress for the location.
- Compliment don't match (unintentionally).
- Limit to one pattern or a second very subtle pattern typically like a men's dress shirt. Coordinate different hues colors with the main pattern.
- Wear something comfortable that you feel like yourself in.
- Natural fibres and earthy colors look amazing in most settings.
- Avoid large prints, logos, and patterns (unless it helps tell your story).
- Throw some accessories like a hat or denim jacket into your bag.
- Let's set up a zoom, text or email thread if you need help coordinating! I am here for you!



thank you