



WHAT TO WEAR

Clients always ask what they should wear to their portrait session. Coordinating your outfits can be an overwhelming task, but it doesn't have to be! Here are some tips to help you with styling.

If you're stuck, ask for help!

Just text or email me photos of different possibilities and we can solve the puzzle together!
804-248-2567

GENERAL TIPS

START WITH ONE PERSON.

It's way easier to visualize the whole puzzle once you know what one piece looks like! Try starting with the women, mom or daughter, since women's clothing tends to have more colors and prints.

COMPLEMENT, DON'T MATCH.

We want colors that generally complement each other: so for instance, soft colors (light blue, gray, blush) or warm colors (brown, orange, burgundy), If you want colorful images, then you should choose a more vivid color scheme for your outfits!

CONSIDER YOUR HOME DECOR.

If you're planning to hang your images in your living room that's decorated in all white, you probably don't want your clothing to be dark. If you're hanging them in a colorful nursery or office, then wear vivid outfits.

PLAN FOR THE WEATHER.

Nothing is worse than being miserably uncomfortable in a perfect outfit. If you're planning an outdoor session in October or November, think about jackets and scarves. In the summer, dress in layers that you can easily take off if you get too hot.

DON'T FORGET SHOES!

These are often the forgotten last element, but they can really make or break your outfits! If you can't find shoes you love, consider going barefoot (just bring walking shoes to get from point A to point B). Steer away from athletic shoes and bright white sneakers.

TRY ON YOUR CLOTHES WELL IN ADVANCE!

Check your outfits from all possible angles in the mirror, not just the one you like best. Try sitting, squatting, leaning forward, etc. The kids' clothes should work well in motion so that we can play during your session (think flying, tickling, and hanging upside down).

LET THE KIDS HAVE INPUT.

If your daughter hates wearing dresses, don't force her to wear one for picture day. If your son thinks that bowtie is uncomfortable, ditch it. Happy kiddos make for happy photos!

OVERALL TIPS

SAY YES TO:

COMFORT

Above all, if you feel good, you will look good! Choose clothing that gives you freedom of movement, keeps you warm/cool, and won't require a lot of maintenance throughout your session.

TEXTURE

Add some visual interest to your images with unique fabrics. Some examples: lace, cable knits, chambray, tweed, herringbone, chambray, faux fur, wool

PATTERNS

Don't be scared of patterns and prints! They can work great in moderation. Try one statement piece (for instance, a colorful floral dress for mom) and one subtle pattern (maybe tiny polka dots for baby girl), and then keep the rest of the family more simple.

FITTED CLOTHING

We don't want your clothing to be too baggy or too tight. Properly fitted clothing looks put together and will show your shape. For women, your upper half and lower half should be balanced: so for instance, blousy shirt + skinny pants, or tight shirt + flowing skirt.

SAY NO TO:

FORMAL CLOTHES

Let your clothing match your surroundings. A tuxedo or formal dress will look out of place in the park.

BRIGHT WHITE

If you love white, try off-white or ivory instead.

LOGOs & TEXT

Words will draw attention away from your faces.

TRANSITION LENSES

If you wear glasses everyday, please wear them in your shoot! However, lens glare and shaded lenses will keep your eyes from being seen.

ATHLETIC SHOES

Self-explanatory:)

HOLIDAY COLORS

Even if you're planning to use these images for your holiday cards, steer away from holiday-colored clothing and let your card design incorporate those instead. That way you'll be able to enjoy your images year-round!

SHORT-SLEEVED T-SHIRTS

Button-down or structured shirts generally look better in photos. If you have your heart set on a t-shirt, try layering a blazer on top.

TINY PLAID & COMPLICATED PATTERNS

These don't always translate well in-camera.

EXAMPLES

