



**This is your moment to shine! Whether these photos are for you or your child! Believe it or not, choosing the appropriate attire and self-care prep is very important to photography! Whether you try your favorite looks, put on some bold colors, prints or patterns that you normally wouldn't dare to embrace---it's your moment.**

Feel free to email me, text me, send me photos with your wardrobe ideas for the coming session. Read through this guide. Look at the **bold headers** and skip to the next if it doesn't apply to you, or feel free to read it all 😊

Please know, these guidelines are not meant to scare you, but to help you get the best possible photoshoot session you can.

The most important guideline is this: Enjoy your photo session and have a great time! Come to the photoshoot with spirit of fun and adventure.

### **GENERAL GUIDELINES:**

Set aside some time to carefully select the outfits that you are going to bring to the photoshoot. Bring at least TWO wardrobe choices, plus accessories.

Take an honest good look at your hair in the mirror WEEKS before your shoot. If your hair needs work (ie. split ends, color, etc.) you need to get that done before this photoshoot. If your hair is in bad shape on the day of your photos, it may show in the photos.

It's important to choose clothing that represents your personal style *and* flatters your body. It may sound strange, but clothes we love in person don't always photograph well. Add layers and clothes with some texture to for visual interest with multiple posing and styling options. Jackets, sweaters, scarves, textured fabrics -- all of these things add that extra umph, making the difference between a basic image and an extraordinary one. Bring outfits that fit you the best and make you look sharp.

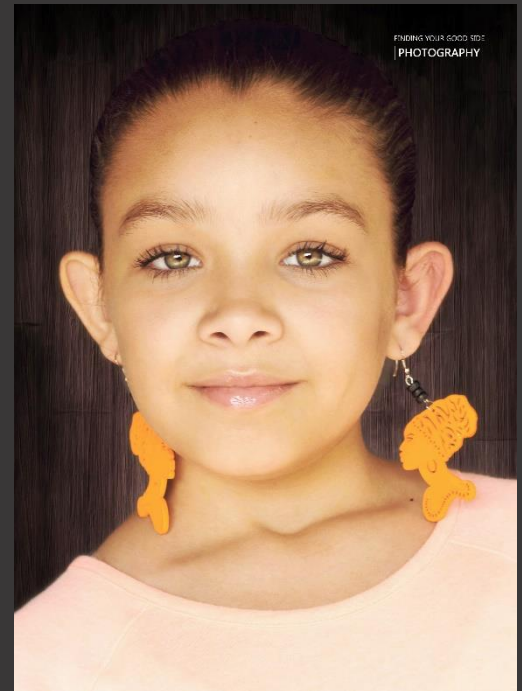
Wearing clothes that will give you a tailored look, even if it means choosing a smaller size than you normally are. Clothes that don't fit well tend to look sloppy and frumpy and that's not something photoshop can fix.

Solid colors look spectacular! If you want to achieve a dreamy look, choose pastel colors, and off-whites. If you want to achieve a dramatic look, choose colors that are bright and colorful.

Choosing clothes and accessories that won't make you feel too hot or too cold. Always dress for the weather and if shooting outdoors, be prepared to be flexible with your wardrobe just in case the weather turns at the last minute (layering helps).

It's best to *cover* shoulders to avoid armpit photos.

Clean and wrinkle-free – hang your outfits on hangers. Bring the outfits on hangers to the photoshoot. Iron your clothing where needed or have it professionally dry-cleaned if needed. If you're wearing something that wrinkles easily, don't wear it in the car on the way to the shoot, rather change at the photoshoot.



### **DO NOT GUIDELINES:**

Very busy multi-color prints, small stripes and patterns, reds, neon colors – are not the best choices for a photo shoot, unless discussed prior to your session. They do not photograph well and some create color cast on faces, necks and hair. I always recommend versions of primary colors or neutrals.

Avoid white: Your eye is automatically drawn to the lightest area of the photograph, so white can accentuate our bodies, and simultaneously make us look larger than we are. Darker colors & patterns are our friends!

Large logos or t-shirts with images and text, it is distracting & pulls focus away from you.

Avoid colors that will blend with the landscape (such as green when shooting in natural green spaces) and use them instead as details (a bow tie or a hair accessory, some beads or a belt, suspenders or earrings, etc.).

Do not apply fake tan.

### **KEEP READING FOR A FABULOUS PHOTOSHOOT:**

Shoes – shoes should compliment your outfit and be clean.

Make-up – natural is best, unless discussing with me prior. Be especially sure that your foundation matches your skin tone.

Lips – **WOMEN** Bring fresh lip gloss, lip balm or lipstick to touch up your lips. **MEN** make sure your lips aren't dry.

Nails – **Both men and women:** Nails should be clean, moisturized and manicured.

Hair – Make sure you've got your hair styled before arriving at the photo shoot. A natural looking style is always good. Apply some hair anti-frizz if your hair is staticky like mine. **WOMEN** If you're getting a haircut for your shoot, do so about two weeks beforehand, just in case something goes wrong – you just never know. **MEN** a fresh cut a couple of days before the shoot is fine.



Eyebrows – **Both men and women** pluck and clean up those eyebrows to open up and emphasis your eyes.

Facial Hair – **MEN** be freshly shaved with a new razor, shaving cream and a moisturizing aftershave lotion to avoid bumps and redness. Trim up your beard, sideburns, moustache or goatee, especially looking for wiry stray hairs. **WOMEN** even if you have some light facial hair (particularly around your lip or chin), indulge in a waxing a couple of days before your shoot – even barely there light facial hair will be noticeable in your photos.

Glasses – If people won't recognize you without glasses, you will want to wear them in your shoot. However, the reflection on your glasses can detract from your eyes in photos. You can have your lenses removed from their frames for your shoot (it's a trick practiced in Hollywood).

**Pimples / blemishes** – If you are planning on having a facial have it done at least a week before the portrait session to give your skin time to calm. Don't try to hide blemishes / pimples by caking on foundation or concealer. It is easier to remove blemishes in Photoshop than it is to fix overdone makeup. Try to avoid getting fever blisters, if you do, again, don't try to cover them up with makeup.

**Bras/Underwear** – **WOMEN** please bring/wear a SMOOTH BRA. If you have lace or patterns on your bra, or a too dark bra, they may show through and make the photos unusable. Make sure your bra matches your outfit and that it is well hidden.

**Moisturizer** – Dry skin can really detract from a great photoshoot. Start moisturizing nightly a week in advance of your shoot if you haven't already. The best time to moisturize is when you have dried yourself after a shower. Moisturize any areas that will be exposed to the camera.

**Sunburns and tan lines** – If you plan to tan before your shoot, do so at least a week beforehand and don't get burned. Be mindful of clothing tan lines, sunglass tan lines, hat tan lines, etc.

**Sleep** – If possible, get enough sleep the night prior to the photo shoot. If you end up with red eyes the day of the photoshoot, use some eye drops if possible.

**Hydrate** – Drink plenty of water a few days prior as well.



### **ACCESSORIZE:**



Accessories are one of the biggest contributors to visual interest in your look. Try things you like but wouldn't always wear that might give your images that extra WOW factor.

Jewelry - earrings, layered necklaces, bracelets, watches, rings, leather wrapped bracelets. Sunglasses, Belts, Scarves, Handbags - all add variety to your images and also give you more posing options. Bring whatever you have and we can add them, or not, based on the look.

Suspenders, Bowties, Hats - don't stray too far from your usual style to the point that you aren't comfortable, but think outside the box.

### **SUBTLE, MEANINGFUL PROPS:**

Bringing things that represent you can also add variety and visual interest to your images. Play an instrument? Bring it! Love to paint? Let's come up with a concept that incorporates your work. Books, sports equipment, balloons, flowers, the list goes on. *Just be sure to tell me ahead of time so I can come up with a great way to include them in your shoot.*



### **DRESS FOR YOUR LOCATION!**

Don't forget to keep in mind where your session is. Choosing clothing that fits the vibe of your location is key for overall impact of an image.

Shooting downtown? Think urban style - hats, layered jackets, handbags, boots or sneakers.

At the beach? Think flowing fabric, linen pants or shirts, sunglasses, sandals or barefoot.

### **CHILDREN:**

Look for clothing with lots of textures, ruffles, lots of layers over tops, skirts, dresses, jeans, leggings, etc.. Make it fun, but don't forget they're still kids.

For girls, you can't go wrong with cute dresses, rompers, and dainty hats or headbands. For boys, jeans and a button-up shirt, or a T-shirt with a button-up over it can be very cute. You can't go wrong with dark, rich monotonous, which drive the attention in photos to sweet faces.

Remember to keep your child's personality in mind when you are selecting their wardrobe. If your child has a favorite pair of boots, for example, let him wear them (even if it's only for some of the photos).



It is perfectly okay to bring bribes to a photo shoot – given a stage and being the center of attention, it's like our kids know exactly when to act their worst. Some cereal or sweets that won't stain teeth can help a short photo shoot go by smoothly.

Avoid colorful drinks, suckers or sweets within 24 hours of your shoot, don't let them eat or drink anything that will stain their face, teeth or mouths.

I have found that leaving children and going in the other room will give you happier children and better results at times. They are often on their worst behavior when they feel under too much pressure to perform. I will attempt to engage children in games and keep the photos as natural as possible and will not ask for cheesy smiles. In speaking with your children about the photoshoot, focus on

the fun we will have and resist the temptation to insist on their best behavior.

### **SIBLINGS OR COUPLES:**

One / two color coordination max is preferred. For siblings, the children don't have to match perfectly, just coordinate.



### **CORPORATE LOOK FOR WOMEN:**

Use tailored suit jackets that fit your body perfectly. Have complimentary bottom and shoes. Gray, blues, black with tailored details are great accents for this type look.

For blouses underneath the jacket, think shiny. Silky fabric looks great on camera. A solid colored top or silky accents always add interest to the photo.

Bring simple earrings, bracelets, and necklaces with you. They add interest to most photos. If you don't normally wear jewelry, this will not apply to you.



### **BUSINESS CASUAL LOOK FOR WOMEN:**

Ladies shouldn't be forced to wear a dress because it's more



feminine if they feel and look awesome in a pair of skinny jeans.

Wrap dresses or tops that wrap around your waist are a flattering cut for any type of body or shape.

V-Necks are an excellent choice as they always elongate the neck. A complimentary colored tank top that goes underneath the top can also add dimension to your outfit.

Use a casual jacket or blazer that fits your body perfectly. Jackets and blazers are always a good choice for layering.

Think shiny. Silky fabric looks great on camera. A solid colored top or silky accents always add interest to the photo.

Bring simple earrings, bracelets, and necklaces to the shoot. They add interest to most photos. They may or may not be used, but having the option to use them takes a lot of stress off of you. If you don't normally wear jewelry, this will not apply to you.

High heels can always be replaced with some comfy sandals or flat boots.

Belts are always great to have for the occasional medium shots.

**CORPORATE LOOK FOR MEN:**

Tailored suit with sharp dress shirt.

For ties, bring at least three options, all which compliment or can be used with the shirt(s) you are bringing. For a more polished look with style, feel free to bring suit vest or a couple of pocket squares and suspenders.

**BUSINESS CASUAL LOOK FOR MEN:**

A well-fitted t-shirt will always look better on a man who NEVER wears stylish shirts.

Dress shirts are always a great choice as the photographer can always dress it up or dress it down. Bring an undershirt if this is necessary.

If you normally wear a tie, bring at least three options, all which compliment or can be used with the shirt(s) you are bringing.

Jackets and blazers with a casual shirt underneath are great for a more relaxed look.



I hope these tips and advice have taken some of the anxiety out of preparing for your photoshoot. Please feel free to contact me if you have any further questions.

It's ok to break the rules but less discuss our plans beforehand.

😊 Debbie

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