

Don't match. Coordinate.

Wear something you love.

Wearing something that you love will give you a boost of confidence throughout the session that will show in your final images.

Choose your color palette first.

Pick a palette of 3-4 colors. Let this be your starting place. Think in terms of tones: blue tones, earth tones, neutrals, pastels, etc. Everyone in the family can express their own sense of style within the chosen color palette, and the whole group will coordinate beautifully.

It is pretty hard to mess up any combination of cream, gray, and tan, and they look good in almost every setting. The result is a monochromatic look, with the soft neutrals always bringing the focus back to the people in the photos.

Muted tones look beautiful together in a family picture. When picking patterns, choose smaller ones that won't pull attention away from the main subjects, and only put one person in a pattern. When thinking about texture, choose different ones that will give photos some interest such as lace, corduroy, denim, and knits.

Adding cheerful colors to the mix can complement the mood so well! Pick only one or two happy colors and use some neutral details (white or grey) to tame them a bit. Choosing outfits in simple, bright colors can help the subject pop against a neutral background.

Mix solids and patterns.

Mix patterns and solids to give visual interest in photos.

Play with textures.

An alternative to patterns, consider playing with textures instead.

## Fit your style to your location.

Keep your session location in mind when choosing your outfit. If your session is happening in a city setting, dress up a bit with a pair of cute heels and a fancier dress than you'd normally wear to match the bustling vibe of the city. If you've selected a more natural environment, choose something a bit more casual such as a maxi dress and opt for casual footwear like flat sandals or boots.

## Dress up.

Don't be afraid to dress up in formal clothes. It's not only fun, but it's something different than the everyday and professional photographs can definitely be considered a special occasion!

## Skip the logos.

Subdued colors, solids, and muted prints work well. Skip logos and words as they draw the eye.

## Don't forget about the shoes.

If you're not the type of family who likes being barefoot, be sure to keep your footwear in mind. Nothing will throw your look off more than a ratty pair of shoes.