

Wear something you love.

If you've got a pair of jeans, a shirt, or a dress that makes you feel like a rock star, try to make it part of your ensemble. Dressing confidently helps influence your mood during a portrait session. Wearing something that you love will give you a boost of confidence throughout the session that will show in your final images.

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.

Skip the logos.

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

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!

Go for bright colors.

Clothes can make or break an image. Choosing outfits in simple, bright colors can help the subject pop against a neutral background.

Solid colors are better.

For portrait sessions, I recommend solid colors because they put more focus on you. Selfishly, solid clothing is also easier for me to edit.

Simple is better.

A t-shirt with jeans, a dress, slacks, and a jacket; these are all very clean and easy outfits. The more complex your outfit, the more you'll be fidgeting with it during the session to make sure it looks exactly right. Keep it simple so you can focus on having a good time during your portrait session!

Remove lenses from your glasses.

If you usually wear glasses, you should wear them for your portraits. The lenses of glasses make taking pictures tricky, though. Clear lenses will reflect light, which can be distracting and block your face. Transition lenses not only reflect light, but if it's bright outside, then they'll effectively act as sunglasses. If you can, I'd recommend removing the lenses and wearing contacts simultaneously for the best images.

Wear reasonably fitted clothes.

Loose, baggy clothing may be the comfiest thing ever, but I'd steer away from it for your photos. Clothing that fits your figure is not only more comfortable to pose, but also looks more flattering.

Dress comfortably.

Don't torture yourself! If it's cold out, then wear a jacket and maybe even a sweater. If you're miserable and uncomfortable, then your face will reflect that in the images. It's hard to smile happily when your socks are soaking wet. At a minimum, bring the appropriate clothing and wear it when you're not actively getting your picture taken.

Avoid ripped jeans.

Try to avoid clothing with rips, tears, or holes. Depending on your pose, these can look unflattering.

Mind your underwear.

Bring multiple, diverse outfits.

You should always have multiple outfits ready for your session. Try to do variations in lengths, textures, and colors. I also recommend bringing outfits that are a mix of casual, formal, and in-between.

Minimize jewelry.

Jewelry can be a big distraction from you, the subject. I typically recommend not wearing any jewelry, but if you do, try to wear pieces that are small and minimalist.

Take stuff out of your pockets.

Guys are the worst offenders here. Take your phone out of your pocket and put it into a separate bag.

Women

A warning about spaghetti straps, strapless tops, and shorts.

Spagetti spraps and strapless tops may look flattering in person, but they tend to make your shoulders look wide in photos. Keep this in mind depending on how you feel about your shoulders. And shorts? Same deal as sleeves. Something about exposed knees makes them tricky to pose well. This rule isn't rigid, but something to consider.

Men

Plain, heavy cotton shirt works great.

If you're after a more relaxed look, a plain shirt will work great. Make sure your shirts are a heavier material to avoid wrinkling and seeing any skin underneath.

Jeans or casual pants look best.

Jeans are pretty universal and go with almost anything. They're an excellent base for most outfits. They can look super casual or semi-formal. Beige jeans or even a pair of slacks are perfect if you want to dress up a bit.

Avoid white button-down shirts.

White button-down shirts are a staple for most business settings, but they're boring for portrait sessions. They look super uptight. Button-down shirts are great to wear for portrait sessions, but go with something not white!