



850 Photo

DESIGN & PHOTOGRAPHY

YOUR DIGITAL GUIDE

WHAT TO WEAR

PRESENTED BY
850 PHOTO DESIGN & PHOTOGRAPHY

WHAT SHOULD WE WEAR?

I know that figuring out what to wear can feel like the most stressful thing about having family portraits taken. This guide is meant to guide and inspire you, and hopefully take some of that stress off! But keep in mind that it is not an exact formula nor is it a prescription of what you HAVE to wear.

The most important thing to remember is to keep it clean and simple, relaxed and comfortable. Keep outfits soft, warm and easy - that way, we can focus all of our time on your family and the connection you have with one another.

Colors that complement the surroundings, like creams, neutrals, pastels aqua, turquoise, blue, navy, and mint always photograph well and work with nearly all skin tones.

A neutral color pallet blends so nicely with the natural elements rather than being in competition with them if that makes any sense. Compliments of color pop can be well placed and not overwhelming and if done in moderation won't seem harsh. And white always has such a nice glowing soft look in the late afternoon sun.

Once you are done with your outfit your can move on to the kids. You can pull some colors form your outfit to blend in with the kids or choose a complimentary color(s).



BASIC TIPS



- The beach is windy but we're going to embrace it! Keep in mind when styling your hair that the beach is usually windy. Bring something to pull your hair up with. If it is really windy, this may be the only way to capture good shots without hair blowing everywhere. I can only do so much with editing :)
- Solid colors always photograph well. There's no risk of distracting from faces, joyful interactions or even the beautiful scenery of emerald waters here.
- Ladies: look for soft, natural fabrics that drape and flow. These make for beautiful portraits and give a sense of motion.
- Choose colors to pick up the beautiful colors of the Gulf and sunset. Neutrals such as soft pinks, cream, muted blues, soft greens and white all photograph extremely, blending effortlessly with the natural elements rather than competing with them.
- When in doubt select one patterned outfit for a single person in the family and then pull colors from that pattern to dress everyone else in solid colors to coordinate.
- Don't worry about shoes. Plan on being barefoot as shoes in the sand isn't really practical and look a little odd. In fact, please don't bring nice sandals to the beach! Sand is pretty good at getting everywhere.
- Bring a change of clothes or backup shirt/bottoms for little ones and a towel. Someone inevitably gets a bit wet and sandy from the ocean sprays or surprise dips in the ocean!
- Make a list of groupings starting with most important so we do not forget to shoot anything after we get onto the beach.

EXAMPLE: WHOLE GROUP | GRANDMA, GRANDPA, GRANDKIDS | GRANDMA, GRANDPA, | SMITH FAMILY | SMITH SIBLINGS

WHERE TO SHOP:

For Mom: Anthropologie, Free People, Francesca's, J. Crew, H&M, Blue Spero
For Dad: Tommy Bahama, Orvis, J. Crew, Banana Republic, Gap, H&M, Target
For Kids and Baby: Janie & Jack, Pink & Blue Ave, Target, Old Navy



What to wear

FAMILY BEACH PORTRAITS

I'M NOT SAYING YOU NEED TO LOOK EXACTLY LIKE THIS.

In fact, I count on each family adding their own twist and personality to these suggestions to bring their session to life. This is meant to be used for inspiration and to help guide you. At the end of the day, it's really not about the clothing. I'm going to be capturing your FAMILY and that's the most important thing. So don't stress, just have fun with it!

So you're all booked for your sunrise or sunset beach portrait session and now faced with the daunting task of picking the perfect look.

The good news? You can do it! I'm here to help!

The most important thing to remember is to be comfortable and dress like yourself. If you are pulling at your dress or squeezing into something you wouldn't normally wear - that discomfort will show in your images and editing can't help us. Let the words clean, simple, relaxed and comfortable be your guide. We want to focus all of our time on your relationship and the connection you have with each other.

CHILDREN

When shooting with young children, I always recommend bringing a change of clothes and a towel, plus a swimsuit if the weather is nice - because odds are, someone will get wet! Snacks that are not messy are great too!

WHEN IN DOUBT

When in doubt wear white or khaki. There is nothing wrong with mixing in color and patterns either. I just recommend something that fits you properly and something that you feel comfortable in. Proper fit will make anyone look their best no matter what type of session.

What to wear

FAMILY BEACH PORTRAITS



A beautiful long, flowy dress for mom is a classic choice. The blush color set against the pinks and blues from the sunset is a nearly guaranteed perfect look. Dress dad and kids in complimentary neutral colors, leaning towards solid colors to keep everything perfectly coordinated. Remember to accessorize with jewelry, belts, hair bows and other personal touches.

What to wear

FAMILY BEACH PORTRAITS



Pull colors from one patterned look to help dress the rest of the family. Above, the pinks, greens and yellow from moms beautiful tropical maxi help to make the entire family coordinate without being "matchy matchy". This fun color combo is perfect for sunrise or sunset beach portraits on the beach!

What to wear

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Soft colors are classic but don't be afraid to go bold if that feels more right for your family! A bold red for mom sets the foundation and colors from everyone else coordinate beautifully with it. The hint of yellow from the young girls dress is echoed in the baby's outfit to tie everything together. This color set is perfect for a bright, golden sunrise portrait session.

What to wear

FAMILY BEACH PORTRAITS



Shades of soft blues and aqua are an easy choice for your family beach portrait session. These colors work beautifully with the colors of the ocean and sand. This is a more casual outfit collection - with dad rocking a classic and simple Aloha shirt (patterned, but not too loud or overpowering), and the two boys wearing relaxed cuffed shorts for a modern beachy style. Putting mom in a short, fun summer dress keeps her look in step with the relaxed look of the rest of the family.

What to wear

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Mom really shines in this collection in a gorgeous sea foam maxi that will flow perfectly on a windy 30A or Destin beach. The rest of the family is in colors pulled from the girl's patterned dress. All the colors are matched in softness to ensure no clashing colors.

What to wear

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Make sure only one outfit is bold in color if you want a cohesive look without any competing or clashing colors. The crisp white and gray tones perfectly match each other as well as the bold blue and will look perfect on a warmly lit beach at sunset. This is a more formal collection set.

What to wear

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For larger groups, a good rule is to find a pattern and stick with it. Here, the boys are in khaki bottoms and crisp buttoned shirts. The girls are in solid and patterned blues of a complimentary shade. This pattern easily repeats itself for a family group of 6+!



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