



What to Wear

So, you've got your session booked and your location picked out but no idea what to wear? Gone are the days of everyone matching exactly; coordinating outfits are the way to go! Read on for some tips to consider when choosing your and your family's wardrobe!

A **color palette** is a great place to start. Here are some things to consider when choosing a color palette:

- Pick 3-4 colors that “go together” (blue tones, earth tones, pastels, neutrals, etc)
- You can pick one or 2 “happy colors” to add a pop of color and then tame them a bit with neutral details
- Stay away from neon – it doesn't photograph well and it can cause weird things to happen to your skin tone
- Neutral colors such as cream, gray and tan go with almost anything and creates a timeless look
- Consider your setting and choose colors that will compliment your location
- If you're not sure about a color palette – start off with one outfit and build your color palette from that
 - I suggest letting the pickiest person pick out their outfit and work off that

Ok, you've got your colors figured out so now let's talk **texture and patterns**:

- Examples of texture are lace, corduroy, denim, knits, etc
 - Mix up the textures, not everyone needs to be wearing the same thing
- Mix it up with some solids and prints
 - Not everyone should be in a pattern
 - Avoid large and distracting patterns
 - Skip the logos and large graphics
- Layering is a great way to add color and texture
 - Collared shirt with a sweater
 - Dress with a cardigan

- Accessorize
 - Accessories add another layer of texture and bring out your individual personalities
 - Don't over do it and distract from the actual people in the photos

You've got all this to think about, now let me add a few more things:

- **Go for comfort**
 - Wear your go-to outfit that you already know you look good in and feel confident in
 - If you're uncomfortable in your clothes, that can come across in your photos
 - You don't want to wear anything that is going to hinder posing; make sure you can move in whatever you wear
 - You also don't want to limit yourself by worrying about a wardrobe malfunction
- **Look for Movement** – twirl dresses, ruffles, layers
- **Tips for the ladies:**
 - Wrap or faux wrap dresses look great on every woman
 - Do not go for the blouse or dress that has no definition – it does the opposite of hiding whatever you're trying to hide
 - Wear something that gives your body some shape
 - Avoid the short and tight dresses – hinders movement and makes it harder to relax and pose
- Shoes can ruin a great look. Make sure you're not mixing your amazing outfit with some ratty and worn out shoes unless that's the look you're going for!
- Consider where you want to display your images. Pick out outfits (and locations) that will compliment your home decor and colors (unless you need an excuse to redecorate)!
- Consider shopping for everyone at the same store. They usually have collections with coordinating colors and complementary patterns.

If you have any questions at all or want a second opinion, please reach out to me! I'm happy to offer advice and encouragement!

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