

# Hearts and Home Photography

With Kelli

## Style Guide

Here are some tips on what to wear and how to style your wardrobe for your upcoming photo session. When it comes to photos what you wear is what pulls the photos together. Make sure to follow these tips to get the best results out of your session!

### What To Wear

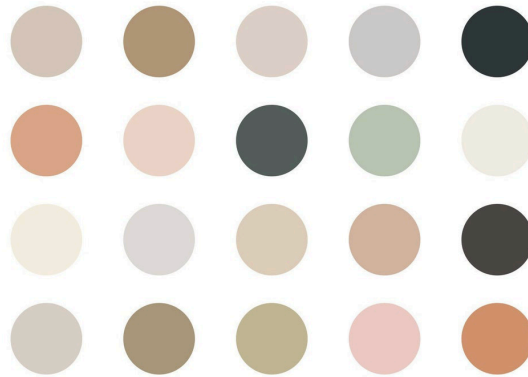
- Decide what style you want your wardrobe to represent and what style of shoot you have booked: Casual, Chic, Elegant, Laid Back
- Choose seasonally appropriate options
- Decide a color scheme and stick to it, choose a couple of colors that are in harmony
- For families or couples, choose colors that compliment each other but do not match
- Refrain from wearing any fluorescent colors and opt for primary colors. Example: blue (navy or royal), red (maroon or brick) and yellow (mustard).
- Neutrals are always a great choice
- Bring options - accidents, spills, wrinkles and stains can happen. Have a back-up plan in the car.
- Wear something else to travel in to the photo session, then change once you arrive. This will ensure no wrinkles in your clothes
- Iron or steam all your clothes before your shoot. Those tiny details make a big difference.
- Be prepared for weather changes
- Choose timeless classic items

### My Recommended List of Dont's

- No Crazy Patterns / Limited Patterns
- No Animal Prints
- No Clothing with Words / No Logos
- No Sporty Tennis Shoes (Work Out Shoes)
- No Neon Colors or Baggy Clothes
- No Matching Clothing for Everyone in The Session

## Earth Tones

I love earth tones for outdoor shoots. Choosing colors like bright red, or stark white can look harsh in outdoor environments and clash with your surroundings. Instead, choose a warmer color which will compliment the natural colors of your setting, or colors that bring out the natural brightness of your skin tone. Here is a color palette of earth tones I would recommend; keeping the warmer colors closer to your face in your outfit choice!



## Hair and Makeup

Bring a bag of things you might need to touch-up your hair and makeup. When it comes to makeup, you can always add a little extra for photos. Keep your hair and makeup to a style you are comfortable doing. Don't try new things the day of the shoot. This will create for the most natural photos!

## To Heels or Not To Heels

If we are hiking or doing an outdoor shoot you should have comfy hiking shoes to get to our location. If it is important for you to have heels in a styled shoot that requires them, bring them with you. I recommend that in most cases for outdoor natural shoots, you choose a shoe that will be comfortable yet stylish.

## How to Find the Perfect Outfit

Locally owned boutiques can be the best when it comes to unique ideas and personal attention to assist you in finding what fits you best. Sites like [natalieyerger.com](http://natalieyerger.com) have great ideas for women who want a casual, neutral palette. Check out places like Pinterest or [stitchfix.com](http://stitchfix.com) which offer you ideas on what to combine to create a desired look. Having trouble finding exactly what you want in the stores near you? Check out [renttherunway.com](http://renttherunway.com) It's an online platform that allows you to rent clothing in all styles.

I encourage you to email me photos of the options you are considering if you are having trouble deciding what to wear. Let me help you navigate the best combination of styles! **Most Of All**, have fun with this! You have to feel comfortable with your choices. Clothes should not just make you look good but feel good as well. Your outfit should make you shine. If you feel confident in your clothing from the inside, then I will capture that confidence radiating through the outside!

