



YOUR MODERN HEADSHOT **STYLE GUIDE**

Use these examples to plan outfits that
are on-brand and feel like you.

FOR WOMEN



HELLO !

We're counting down the days until your Modern Headshot Session!

Picking outfits can feel overwhelming, but don't stress - we've put together real client examples and a few top tips to make it simple.

Bring a few favorites, and we'll help narrow them down on the day so you feel confident, comfortable, and ready.

Please use this guide as inspiration, not a rulebook.

These are ideas to get you started, but your outfits should still feel like you.

Tailor them to your own personality, style, and taste - that's what will make your headshots feel authentic and confident.

I can't wait to work with you!

A handwritten signature in black ink that reads "Barbara Anne". The signature is written in a cursive, flowing style with a large, stylized 'B' and 'A'.

SIMPLE PREP TIPS

Here are our top wardrobe and prep tips for your upcoming headshot session. Bring a few more options than you think you'll need - we'll help pare them down once you arrive.

Fit

- Clothes that skim your shape photograph best. Boxy or oversized pieces add bulk on camera.

Texture

- Texture adds interest without distraction. Avoid heavy patterns, bold prints, logos, or graphics.

Color

- Pack a mix: one light (ivory, white, pastel), one dark (black, navy, charcoal), and one with a pop of color (something that works with your eyes or brand).

Sleeves

- 3/4 or long sleeves flatter almost everyone. Sleeveless is fine on toned arms or layered with a jacket.

Necklines

- Scoop, v-neck, and cowl are great. High necks can shorten the look of your neck on camera. The exception here is if we are photographing you in a black turtleneck on a black background.

Accessories

- Jewelry and accessories are personal. Choose subtle or bold - whatever feels like you.

Shoes

- For full-body looks, heels add polish or Converse can add a Rebel edge. So give some thought to the message your shoes will send. A pop of color works beautifully here.

Hands & Nails

- Hands show often. Neutral polish, a clean buff, or a simple French manicure are best. At the same time, if bold nails are part of your brand, lean into it and make them a feature.

Undergarments

- Think ahead: strapless bras, seamless underwear, and shapewear in the right colors help avoid distractions.

Clothing Prep

- Bring outfits on hangers, steamed and ready. This saves valuable shooting time.

Hair & Makeup (If included in your session)

- Arrive with a clean, moisturized face (no SPF).
- Hair: clean and dry, no heavy products, pins, or elastics.
- For clip-in extensions, please install and pre-style them before arrival. We can touch them up but don't have time to fully style them.

We're excited to work with you and bring out your best!

BRING AT LEAST ONE LIGHT OPTION

It doesn't have to be white; pastels and soft tones like beige, blush, or baby blue work beautifully on camera.



BRING AT LEAST ONE DARKER OPTION

Think beyond black: charcoal gray, navy, dark taupe, or rich browns all photograph beautifully and give a polished, sophisticated look.



ADD A POP OF COLOR

Anything that works well with your skin tone and ties in with your brand colors will produce just the right result.



JACKETS AND SUITS ALWAYS ELEVATE THE LOOK

They can be tailored, cropped, or a full suit - all will work well for a sharp and professional look.



A VEST WITH PANTS

It works so well to give your images a very on-trend, contemporary vibe.



AN ELEGANT BLOUSE WITH PANTS

Creates a classy, timeless look and works great in any color that matches your style.



CONSIDER A DRESS OR A SKIRT WITH A BLOUSE

Preferably in a solid color.

Small patterns can work too if they fit your brand.



BRING ONE CASUAL OUTFIT

It's perfect for showing a more relaxed, approachable side, especially if your personal brand thrives on creativity and openness.

