

Style + Dress

a What to Wear guide...



Memorable portraits take careful planning. The clothing you choose, the overall look, style, setting; all are very important to your portrait's success. An essential thing to consider when selecting clothing is that you feel comfortable wearing them. If you feel comfortable, this will be reflected well in your portraits. If you feel uncomfortable, then this too will readily be noticeable in your portraits. Even though you may not normally iron a particular outfit, please consider ironing it before your photo session. Photographs tend to amplify and accentuate wrinkles which can distract from the overall impression of your portraits. Plan ahead and have everything ready to go a few days before the portrait session.

Select clothing that makes you feel good, smart and fun.
You want to look vibrant, energetic and real.

When choosing color schemes, consider not only what looks best on you, but also what colors will look best in wall portraits and complement your home's décor. Please steer clear of bright red, bright orange and neon colors. These colors steal attention from the face and are reflective on the skin.

Consider wearing similar tones of clothing. If one wears dark blue and the other wears white, the eye will be drawn to the person wearing white. So it is important to balance the colors each person is wearing.

Dark denim pants work well with numerous tops. They can be dressed up or down and are a classy staple in fashion. Best of all, they never go out of style. As a general rule, wear solid colors, as stripes, plaids, checks and busy patterns all tend to be distracting, drawing attention away from your face.

Avoid wearing turtle necks, cowl necks and large loose clothing, as these often make the neck seem non-existent and the body seem wider than it is. Shorts or capris have a tendency to make legs appear shorter than they are, unless they are dressed up with fashionable heels.

Solid monochromatic colors are easiest to coordinate, but primary or complementary colors also look great and bring energy to the photograph. Darker colors will cause the subject(s) to appear thinner while lighter colors will cause the subject(s) to appear larger. Dark pants or jeans with dark shoes give texture and visually anchor a portrait. Consider the following colors as a foundation to the outfits you choose.



Keep accessories to a minimum. Avoid large, shiny objects like belt buckles, hats, hair ornaments bold jewelry and reflective watches, but please bring an assortment of necklaces, bracelets, scarves, etc. as they provide a finished polished look. Unless your watch has a story, it's best to take it off during your portrait session. In fact, it's best to take it off well before you arrive so the marks on your wrist have a chance to fade. Classic, elegant jewelry like pearls always look appropriate.

Avoid running shoes, white socks and heavy footwear. Consider classy shoes, fashionable boots, or dressy sandals. Bare feet may sometimes be portrayed in casual photographs. So it is important to get a pedicure.

Women—remember to pluck or shape eyebrows at least a day in advance. Pamper yourself with a manicure and pedicure. If you don't plan to get a manicure or pedicure, be sure your nails are trimmed at least a day before the session and keep hands moisturized. If you plan to wear a sleeveless top, skirt or dress, remember to remove unwanted hair. Make sure to get at least two nights of good sleep before the session. Looking refreshed and rested for your portraits is important. Beauty sleep is real. Drinking plenty of water and avoiding salty foods prior to the shoot will reduce puffiness.



Looking good on camera doesn't require a makeup artist. The key is to simply enhance one's natural appearance. Wear natural looking makeup the day of the session. Keeping makeup simple and not caked-on will give you a beautiful, natural complexion and will make photos easier to touchup, if necessary, during the editing process.

Men—remember to be clean-shaved the day of the session. If you have a goatee, and this is the look you would like to keep, please be sure to trim it at least a day prior to the shoot. Nose hairs should be trimmed as well. Believe it or not—they can be noticeable in photos. Nails and toe nails should be trimmed at least a day before the shoot, and hands moisturized the day before and the day of the shoot. Your hands and feet will sometimes be the focus of a casual portrait. Make sure to get at least two nights of good sleep before the session so that you will look refreshed and rested for your portraits.

Be sure that your hair style, or that of our child allows the face to be exposed. Shots are sometimes hindered due to a certain hair style blocking facial features. If wearing jewelry, please select ones that do not compete with facial features, such as large hoop earrings, large setting or multi strand necklaces. It is important for the face to be the focus of the portrait.

If formal portraits are part of your session, we recommend that formals be photographed before casuals. Consider coming already dressed in your formal wear to the session in order to save time.

Please plan to bring a hair brush, hair spray, makeup for touch-ups, a wash cloth and bottled water for re-hydration to the session.



Capturing a lifetime of expressions...