



How to Dress for Your Photoshoot



WEATHER & STYLE

The most important advice for your photoshoot is to make sure you're wearing comfortable clothing. Certainly the type of photos you're having done matter, formal or casual, but weather will play a factor. Layers are advised, or a spare outfit, so if you're too warm you can change. Generally, photoshoots get pretty cozy.

SOLIDS OR PATTERNS?

I will always recommend solid colors over patterns. Patterns can easily distract the eye and take attention away from the subjects. That said, plaid, or pattern accents on clothing as long as it is minimal, can compliment. To determine if the pattern is too distracting, look at it from a distance. If you step back and the colors blur instead of stand out, then you're safe. If they pop out and distracting, change it up!



COLORS

Dark colors often slenderize, where light colors make for a crisp and clean look. When selecting your outfit based on color, stay away from neons, tie-dye and bright colors, and stick with natural, or contradicting colors to the location (ie. in fall, pick colors that stand out against the oranges. In summer, pick colors that contrast with the greenery, stay away from white when in snow).



COORDINATION

A limited palette is helpful to prevent too much clash. I recommend sticking with 3 color groups. This is especially important the larger the group of people. 3 general colors (and close variations) keep everyone tied together and prevent a single individual from standing apart (unless that's the intention such as a personal event like graduations). This also includes pets. Any accessories should coordinate with other outfits.



CHILDREN

Kids are hard to coordinate at the best of times. Trying to get them to be happy with outfits can be a struggle. Don't force them. Let them wear what they are comfortable in. It's far easier to get them to cooperate with photos when they aren't already upset about what they're wearing. Alternatively, allow them to bring along with them something that makes them happy and allow them to get some pictures with those as well as the ones you want. For example, if they want to bring their Hulk costume for a few outtakes, go with it. It'll get their cooperation and excitement for the pictures, who knows, they may even make for the best pictures of the shoot!



MAKEUP & ACCESSORIES

If you want your makeup to stand out in photos, you need to lay it on thicker than normal. Photography can mask makeup especially in groups. ALWAYS put on blush to prevent the risk of washout. When it comes to accessories, don't overdo it. Unless it's your personal style to wear a lot of jewelry, don't start now. Similarly, men that live in ballcaps won't be comfortable or look right without it in photos, unless the occasion is super formal. If you wear transitional lenses, have a backup pair of glasses to prevent dark eyes in pictures, or be prepared to take them off for the occasional picture.

