



LOVE & THEORY CO.

ENGAGEMENT

STYLE GUIDE





ENGAGEMENT SESSION STYLE GUIDE

Romance, range, and a little main-character energy.

Your engagement session is a chance to tell more than one version of your story. That's why we love variety—when it's done thoughtfully. Two to three outfits allow us to capture different moods while keeping your session cohesive and elevated.

THE SWEET SPOT: 2–3 OUTFITS

Think of your session as a mini editorial:

- Look One: Effortless + romantic (movement, laughter, closeness)
- Look Two: Elevated + refined (polished, intentional, timeless)
- Optional Look Three: Bold or playful (texture, drama, or personality)

Outfit changes are built into the session flow so nothing feels rushed or disruptive.





DRESS WITH THE FULL GALLERY IN MIND

Your outfits should work together, not compete.

Choose a palette that feels cohesive across all looks so your final gallery feels curated—not random.



SHOES MATTER

(YES, EVEN THE BACKUP PAIR)

Shoes will be visible—walking, twirling, sitting close.

Avoid athletic shoes and bright white sneakers. If a look calls for barefoot romance, bring walking shoes for transitions.



COMFORT IS STILL QUEEN

Editorial doesn't mean uncomfortable.

Choose pieces that allow you to move, sit, and breathe. If you feel confident, it will show in every frame.





TIPS FOR YOUR SESH

TEXTURE OVER TRENDS

Textures photograph like a dream and add depth across outfit changes. Linen, lace, knits, wool, tweed, silk, chambray—these elevate without overpowering.

PATTERNS, DONE RIGHT

Patterns are welcome when balanced. We recommend one statement piece per look, paired with solid textures. Larger prints work best; skip tiny stripes or small plaids.

LAYERS & ACCESSORIES = BUILT-IN VARIETY

Blazers, jackets, cardigans, belts, jewelry—these instantly elevate a look and allow subtle changes without a full outfit swap.



TAILORED, NOT TREND-CHASING

Well-fitted clothing photographs clean and timeless.

Avoid overly trendy pieces that may date your images. Classic silhouettes + thoughtful styling always win.





BROWSE COLOR PALETTES & LOOKS



STYLING COLOR PALETTE





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STYLING COLOR PALETTE





THE CASUAL LOOK





THE BEACH BUM LOOK





THE FORMAL LOOK



