

GATTO

personal branding photography

A woman with blonde hair pulled back, smiling broadly, is the central figure. She is wearing a textured, rust-colored turtleneck sweater with short, puffed sleeves and black, shiny leather pants. She is leaning against a stone wall or ledge, with her right hand resting on the surface and her left hand on her hip. The background is a blurred stone building with arches.

*HOW TO FEEL MORE
PHOTOGENIC*

From the inside out

Click. It's as simple as that. A split second and an image is captured, perfectly suspended in time. And there is a lot of clicking going on. Mylio predicts that over 1.4 trillion images will be taken in 2021. How many of them will be of you? Just of you; capturing who you are in that moment?

“Feeling photogenic is something you can learn through practice. It's not something that comes from a shop or salon, it's something that comes from within you.”

Most people will put off having a photoshoot because they don't feel that their image will look right; that they aren't photogenic enough. Many of us will have been there: a photoshoot is mentioned and suddenly you are mentally calculating how many days it is until the shoot, trying to work out how much weight you can lose, or if there is enough time to change your hair, or get to that favourite clothes shop. But what if you didn't have time to do all of those things? Feeling photogenic is something you can learn through practice. It's not something that comes from a shop or salon, it's something that comes from within you.



A woman with blonde hair tied back, smiling at the camera. She is wearing a white ribbed tank top and tan-colored trousers. She is standing in a modern art gallery with white walls and several framed artworks. The lighting is bright and even.

*HERE ARE MY 5 SIMPLE
TIPS TO GETTING YOU
CAMERA READY.*

01



Treat yourself

Taking care of yourself is essential to feel beautiful and confident. Allow yourself to self-love. It's the little things that can make the biggest difference. Just spending a bit of time on yourself instead of work or your children can help you to relax and refocus.

If you have a favourite beauty treatment or ritual for before a special event, make sure you do that before your photoshoot. Even just taking the time to choose your outfit and get ready at your own pace can feel like a treat if it's not part of your daily routine. The more relaxed you are, the more positive you will feel about yourself.



Preparation, preparation

If you would like to look fresh-faced and glowing in your photoshoot, give your body a fighting chance. Sleep and hydration are key. Concealer is a godsend but it can't cover a week of sleep deprivation and a few late night G&Ts! In the run-up to your photoshoot, try to get 8 hours of sleep each night, hit your hydration goal of at least 2 litres of water a day and stay away from alcohol for a couple of days.



03

Embrace what makes you unique

Imagine how boring life would be if we all looked the same! The key to feeling confident in front of the camera and being more photogenic is about knowing yourself, and drawing the camera lens to the parts you like best. If you feel unsure about how to do that, grab a mirror and start practicing.

Make the mirror your friend, not your enemy. It's all about what makes you feel your best. Try different poses and angles to see which you find most flattering. You might feel most comfortable with your hands in your hair or, like me, with your hands near your face. If you work on embracing the mirror before the photoshoot, you'll feel confident embracing the camera during it.

04

SHOW YOUR EMOTIONS

Try to picture in your mind what kind of image captures you as a person. Is it a staged, business-type photo with a blank background, or is it of you laughing with friends or loving life on holiday? Even if you are considering a photoshoot to promote your business, the photos should reflect you. Afterall, you are your business. Don't be afraid to smile as you would when you are truly happy. You smile with more than just your mouth. When you smile deep down, your eyes, cheeks and even forehead smile too. There might be lines, but they are laughter lines. The very best sort!

If you are feeling self-conscious in front of the camera, think about what you could do to create a more relaxed atmosphere. It could be chatting about a subject you love with your photographer or playing your favourite song. If you enjoy a good shimmy around the kitchen to the radio, don't be afraid to ask if you can play some music to help ease you into your happy place. You will end up with a far more natural and honest photo at the end of your photoshoot than if you just pose stiffly trying to recreate a model in a magazine.

TELEPHONE



Communicate with your photographer

Photos are about communication. They tell a story; they capture not just your present, but also your past, and your hopes for the future. Start this communication by talking to your photographer. It is a good idea to chat prior to the photoshoot so that you feel like you are both on the same page. Share your vision. Knowing whether you are looking for a business portfolio photo or an empowering photoshoot just for you, will help your photographer to guide you to the best shots. If you have been inspired by photos you have seen on the likes of Pinterest, don't be afraid to share them. Equally, you could ask your photographer to create a visual board for you before the photoshoot so that you know what to expect from your photos. Your photographer wants to get a sense of you as a person. Afterall, they are there to photograph you, not just the clothes you are wearing. You are so much more than that!



YOU ARE ALLOWED TO BE BOTH A MASTERPIECE AND A WORK IN PROGRESS.



If you follow these easy steps, then you will turn up to your photoshoot feeling wonderful and ready to enjoy yourself. Remember, as Sophia Bush said, “You are allowed to be both a masterpiece and a work in progress.” So don’t focus on the things you would like to change; instead embrace who you are right now, because that self-worth and confidence will make you look sexier and more photogenic than any airbrush.

— **PETRA GATEK**