



Jennifer Scott Photography Couple's Portrait Style Guide



What Every Client Needs to Know

I am so excited for your couple's portrait session! It is such an honor to help you create memories you'll cherish for a lifetime. I've created this guide to help you get the most out of your photos, and by the time you've read through this guide, I hope you'll have all your questions answered and feel more than ready and prepared for your session. Then I'll take care of the rest! Your only job is to be yourself, laugh a lot and let me create photos you'll love forever. I can't wait to get you in front of our cameras!

Choosing Time & Date

I'm a natural light specialist because I believe that natural light, from the sun and its reflections, creates photographs that feel fresh, timeless and truest to you. I will occasionally use a light flash with a diffuser if I feel the light and situation calls for it. All portrait sessions begin about two hours before the scheduled sunset so we are taking the most images during "the golden hour," when the light is the best. Remember, the sun sets much earlier during the colder months of the year and much later during the warmer months, so make sure to factor that in when choosing your portrait session date, especially if you're taking off work or have evening plans afterward. To get the most out of your session, please plan a buffer when getting ready so you can arrive a few minutes early to your session and be ready to start on time. We'll want to take advantage of every minute we have together before the sun goes down. If you're wearing two outfits, save your favorite one for the second half, when the light is as soft and beautiful as possible!



Selecting the Right Location

The location of your portrait session is up to you! Like you see throughout this guide, most of my clients choose to showcase the natural beauty of our area. For most of our sessions, outdoor, open-air environments are always a first choice. We love shooting in wide-open natural spaces because the light is divine, especially during golden hour. There are great options all around the area, so even if you've never seen us photograph in a specific spot before, we're always up for exploring a new place together!

Think Outside the Box

This is the time to think outside the box! We encourage you to brainstorm unique locations that you might have special access to that most people don't. For example, maybe you, or someone in your personal or professional network, can secure permission to a location that would otherwise be off-limits, like a beautiful private estate, country club or resort. Maybe it's a family farm, upscale hotel or even a boat, airplane hangar or a rooftop view. The sky is literally the limit! Spend a few minutes thinking about it and checking around. You'll be surprised with what you come up with. Plus, if something seems out of reach, just remember: you never know until you ask! We have some great go-to locations around the metro area, as well. Just let us know where is best for you!



Destination Portrait Session

Your portrait session includes travel time anywhere in the North Georgia area within about an hour's drive from my home base. If you'd like to go somewhere beyond the Atlanta area, I'm up for the adventure! The travel fee for two hour drives to places like Macon or Blue Ridge is \$99. Three to four hour drives to Asheville or Birmingham are \$199. I'd love to meet you in Charleston or Savannah (including Tybee!) for a \$299 travel fee. I love traveling and if our family is already going to be in or near an area you've always dreamed of doing your photos, and we can coordinate our schedules, let's set it up. We'd love to make it work! If you'd like us to meet you in a destination outside of the Southeast for your portrait session where I don't already have plans to visit, just let me know and I can get you a custom quote.



Style Tips: For Her

Because you always want to remember this.

Don't Be Afraid to Dress It Up

There is no such thing as "too dressed up" when it comes to your portrait session, so don't be afraid to have some fun! If you don't want to add a new permanent piece to your collection, some clients love Rent the Runway for their session because it's such an affordable way to feel like a million bucks. Other clients love having a great excuse to bring a new permanent piece (or two!) into their closet!



Say Yes to the Dress

Dresses and skirts look most stunning because they really flatter every female body, especially on camera — which is probably why the red carpet is always full of so many dresses and not very many pantsuits! I recommend avoiding pants and shorts for your session, and saying yes to a dress or two instead.

Long, full-length, flowy dresses and skirts look amazing on camera because they bring extra movement to the photos. Especially when juxtaposed with nature, like a meadow, forest, waterfall or beach. Consider softer fabrics like chiffon or tulle which allow for beautiful movement in the images.

One or Two? It's Up to You!

You can bring one outfit set or two! Most clients who choose two outfits will bring one "wow" dress, and then another slightly more casual dress that has a "date night" feel. But if you want to bring two "wow" dresses and forgo the more casual dress altogether, give yourself permission to do it! The camera loves it and so do I!

Remember, you don't have to bring two looks if it's too stressful to coordinate or if you'd rather just stick to one fabulous look. One outfit that you love will be so much better than one outfit you love and another you're not very excited about. And if you stick with one outfit set, you won't have to spend any of your time changing half way through, so we'll be able to sneak in a few more photos!



Choosing Colors

When choosing colors for your outfits, selecting lighter tones and muted shades are the best choice. By avoiding ultra-bright, bold colors, it will help bring all the attention to your faces and let the eye focus on the way you feel about each other. The camera loves shades of soft pinks and muted blues, mixed with sophisticated light neutrals like heather gray, creams, leather brown and white. That palette fits beautifully into almost all natural outdoor environments, and especially complements the light at golden hour.

Flattering Your Features

Almost every woman, regardless of her shape, has an area of her body that she's

self-conscious about, so recognizing what area that is in advance is key. Choosing flattering silhouettes and colors that complement your natural features is the best way to ensure you'll love the way you look in your photos. However, avoid dressing in black for its slimming effect and choose a shape that skims over problem areas. If you feel you must have a darker color, choose a navy or slate blue dress and ask your partner to wear a light blue, white or even pink or light coral dress shirt. Coordination is key and both of you in a dark color will not give us the light feel we're going for.

Three-quarter length sleeves create an awesome slimming effect on all arms, so be on the lookout for an option with a longer length sleeve if you want to minimize your upper arms. You could also bring a cute jacket, blazer or cardigan along, too. Skinny straps or strapless dresses have the opposite effect on arms on camera, so we recommend avoiding those whenever possible if your goal is a set of slimmer-looking arms. If you love your sleeveless dress, we will keep your arms away from your body whenever possible – there's always a trick to help make things look a little better!



Heels elongate women's legs, making them look fabulous. Closed-toed heels in particular look great on camera because they carry out the line of your leg all the



way down to your toe. If your toes are showing in a peep-toe heel, you might want to schedule a pedicure before your session so you don't regret letting your feet show. These little tricks make all the difference!

Quick Tip: Bring a pair of easy-to-kick-off flats or even tennis shoes to wear when moving from place to place in between photos. Your feet will thank you later, especially if we are hiking a bit to a natural landmark off the beaten path!

Make a Statement

Pairing an accessory or two with your outfit can really help bring some extra dimension to your images, and be a nice tie-in when you're coordinating with a group. Big statement necklaces bring a lot of pop to the photos, while the smaller, delicate ones are not as noticeable on camera. Belts, bracelets and earrings bring great visual interest, so choose one or two that don't compete with each other for attention. Choose one bold item and let the rest complement it.

Go Pro: Hair & Makeup

Professional hair and makeup is on the top of many clients' checklists because it looks amazing on camera and removes the stress of getting ready on your own. This is the time to treat yourself! Professional hair and makeup will give you an extra boost of confidence in front of the camera, and it always photographs like a dream. If you need a recommendation, I know some amazing professionals! They're talented and wonderful people. Just let me know and I'll send you their information.

If you decide to do your own makeup, keep it natural but put a little extra pop on either the eyes or the lips, and try to do your makeup in natural light for the best look on camera. Try any new looks before the day of the shoot, so you're not stressed and uncomfortable before you leave, and you're comfortable with the look you'll receive from the final images.

Quick Tip: Confidence. It's always the best accessory.

Skip the Spray Tan

We recommend that you do not get a spray tan before your session, even a few days prior, because it tends to photograph orange even when it's applied subtly and by a professional. Your actual skin tone will photograph the most beautifully and naturally.

Style Focus: For Him

Because a gentleman dresses the part.



The Best Fit

Long, fitted pants and closed-toed shoes are the most sophisticated and masculine



looks for men. They draw attention away from his legs and feet and place it where you want it: on his handsome face. So, for your session, it's best to leave the shorts, sandals and jeans at home, too, as well as any pants that are loose or baggy. Fitted dress pants or fitted colored pants work best on camera. Solid shades of gray or navy are a strong complement to most women's outfits, whereas pinstripes or plaid patterns tend to distract the eye. We also recommend staying away from graphics, patterns and logos. Keep it classy and simple.

Layered Looks

Layers on men look great on camera. Adding another layer will bring extra dimension and visual interest to your photos. Blazers, vests and coats up the level of any look. In the fall or winter, he could consider adding a v-neck sweater with a pop of color from a long-sleeved collared shirt and tie underneath. Don't be afraid to get a little creative with layers and colors! Many guys love to mix a suit coat, blazer or sport coat with a different pant color. It adds some extra visual interest, and breaks up the color tones. I love this fresh take on a timeless classic.

It's All in the Details

Brown leather dress shoes complement almost every look, whether you're wearing a full suit or a blazer and colored pants. Ties, bowties, pocket squares, colored socks, belts, tie clips, suspenders, vests and watches are sharp complements to any outfit for men. If you bring two outfits to the session, you can start with a business casual look – just a button up shirt with dress pants and belt, and then add a necktie and jacket for the second, more formal outfit. If two looks are too stressful, no problem! One will do the trick! You can still mix and match accessories to complement both of her choices without doing a full change during the session. So, either way, it's a win.



We Know Our Guys Step Up

Most men aren't overly excited to take photos for two hours, because they don't have an expectation of what's to come and why it's so important to their significant other or wife. Take fifteen minutes to help your guy understand why this is important to you. Show him some favorite photos that we've done, explain why you love them and express to him how much it means to you. In my experience, once he knows it's important, he'll light up the camera for you! The most common thing I hear from guys before photo sessions is this: because of a bad experience in the past or a concern about how they look, they don't like taking photos or don't think they'll be good at it. By the time we're done, though, they won't believe how much fun they had, not to mention how good they will look! We will make this fun, together!

Final Note

I know I just gave you a lot to think about. I created this guide to help make your portrait session experience something you'll look back fondly on for years and years to come. At the end of the day, though, the location you choose and the outfits you



select won't matter nearly as much as the memories you make together. Your future memories are the most important thing to me, and I want your session to be a time for you to just be yourselves and enjoy it. Have fun together. Laugh a lot. And I'll take care of the rest!

- Jennifer Scott

For more visual inspiration – visit my Pinterest!
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