Engagement Session

STYLE GUIDE

COLOR SCHEMING

A rule of thumb here is to choose to either complement your natural environment or contrast it. A mustard dress in a deep green forest will look epic, whereas a bright pink, patterned dress doesn't really fit in with your surroundings. It totally depends on what you're looking for!

For families it's best to keep your color scheme limited to four colors. You can choose one person to wear a feature color and have everyone else's outfits complement that.

Aim for neutrals & earthy tones. These colors compliment the outdoor environment almost anywhere you go and look amazing as a printed, framed photograph.

MOVEMENT

Incorporate texture & movement.

Pick fabrics that move and flow with you. Ones that add a cosy texture, or get picked up by the wind, filter the late afternoon sun, and glow in the morning light.

Natural fibres like linen, cotton, or wool are amazing. Avoid stiff-seeming garments with collars as they look a bit too formal and often get tucked in weird spots and need adjusting.

MATCHING

COMPLEMENT EACH OTHER, DON'T MATCH EACH OTHER.

You don't want to create the illusion of being your partner's siamese twin. When multiple people wear the same color, sometimes their matching outfits blend together so much that you can't really see any of them properly. The viewer can't tell where one person begins and another one ends. They turn into one uniform blob.

In order for the aesthetics of your photograph to really sing, you want to find complementary outfits that showcase a variety of colors, textures, accessories, patterns, and tones. Complement the other people in the photograph as well as your surroundings. The idea is to have everything look good together without everything looking the same.

PATTERNS

Be careful with pattern & prints.

Avoid large bold patterns as they often dominate the photograph and detract attention from your beautiful face.

Usually, subtle smaller patterns work best. Flannels or a light floral print are great when they complement the location. But less is definitely more with this one, try to limit yourself to one pattern at a time.