

# WHAT TO WEAR TO *Photography Sessions*

#1 Choose your palette first. Use this a general rule of thumb:



Pick a palette of 3-4 colors. Let this be your starting place. Think in terms of tones: blue tones, earth tones, neutrals, pastels, etc. Everyone in the family can express their own sense of style within the chosen color palette, and the whole group will coordinate beautifully.

## FAMILY OR COUPLES PHOTOS COLOR PALLETES

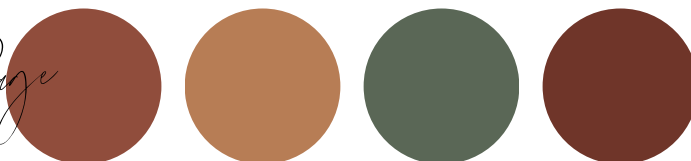
*Tan and Cream*



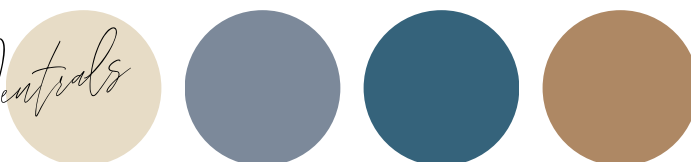
*Mustard and Tan*



*Bronze and Sage*



*Blues and Neutrals*
















































## #2 Don't match. Coordinate.

Now this doesn't mean everyone has to 100% match with khaki pants or jeans and a white shirt! You want to complement each other's outfits by choosing colors that work well together. I find that if everyone is wearing the same clothing, then people tend to blend in together and there won't be enough pop and life to the images.

Muted tones look beautiful together in a family picture. When picking patterns, choose smaller ones that won't pull attention away from the main subjects, and only put one person in a pattern. When thinking about texture, choose different ones that will give photos some interest such as lace, corduroy, denim, and knits.

## COLOR MATCHING IDEAS AND HOW TO WEAR THEM

IF YOUR MAIN COLOR IS:	CONSIDER THESE COLORS IF YOU ARE LOOKING FOR A <b>CONTRASTING OUTFIT</b>	OR CREAT A <b>TONAL OUTFIT</b> WITH THESE COLORS
 <b>NUDE</b>	   	
 <b>BLUSH</b>	   	  
 <b>HONEY</b>	    	  
 <b>MUSTARD</b>	   	 
 <b>RUST</b>	    	 
 <b>DUST ROSE</b>	  	  

## #4 Layering and avoiding logos.

One of my favorite "tips" for clothing choices is layering! In the summer months, this may be more difficult to pull off, but during all of the other seasons you should definitely layer your outfits. Not only will it provide more visual interest in each photo, but it will also allow a lot more variety in your shots and poses. Throwing a little sweater or vest on your kiddos will give them an entirely different look. Try to avoid logos on the sleeves or across the chest like: Gap, Old Navy, etc.

## #5 Fit your style to your location.

Always keep your session location in mind when choosing your outfit. If your session is happening in a city setting, dress up a bit fancier dress than what you'd normally wear to match the bustling vibe of the city. If you've selected a more natural environment, choose something a bit more casual such as a maxi dress or v-neck and opt for casual footwear like flat sandals or boots.

## #6 Keep make-up natural.

Avoid using very heavy make-up, but a bit of color on your lips, eyes, and cheeks will help bring you to life in photos. Be sure to bring lip gloss and chapstick with you for touch ups- dry lips can be very difficult to edit.

## #7 Be timeless and choose clothing that fits well.

Remember that you want your images to stand the test of time. Choose outfits that will be able to be enjoyed and displayed for many years to come. Avoid clothing that is too tight or oversized. Fitted clothing looks much cleaner and will provide a better end result. Ladies, please make sure your bra straps are not showing. Editing out bra straps is a long process that doesn't fall under basic retouching.

## #8 Plan ahead.

Make sure you have given yourself enough time to think about all of the details of your session. Plan ahead so that #1 you can truly think about your photos and everything you want out of the session, #2 you aren't rushing and stressing out right before your session, and #3 if you have decided to go for a new look for your session or someone gets a bad haircut, you still have time to fix things if you need to.

## #9 Shop at the same store.

Make coordinating family photo outfits easy by shopping at the same store or brand. It's especially helpful when there are multiple children to dress. The colors will not only coordinate better, but you'll save yourself a lot of time and hassle.

## #10 Accessorize!

Accessories give your photographs that needed punch! They lend pops of color, personality, and interest. They can work for all ages. Some of my favorites are suspenders, which are a wonderful way to spruce up an outfit. Flower crowns and headbands can add a touch of whimsy for little girls. Yellow rainboots are cute for the spring or fall.

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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!

Xo,  
Koko