

Style Guide



"What do I wear to my photography session?"

This is the number one question I get asked from clients. I know the struggle and stress that planning everyone's wardrobe can bring. From scouring closets to realizing your favorite dress doesn't fit you like you remembered to trying to color match, it can all be too much.

That's why I created this guide to personally help prepare you for your session without the stress and worry of what to wear. By the end of this guide, you will be confident in your wardrobe selections.

XO,

Brittany

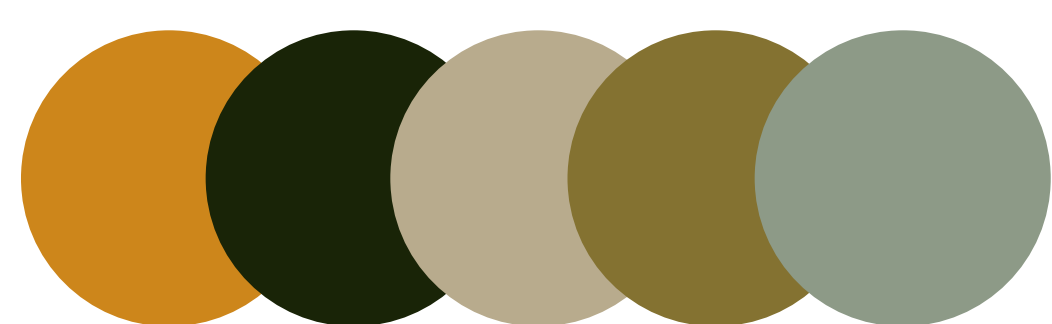


Color Scheme

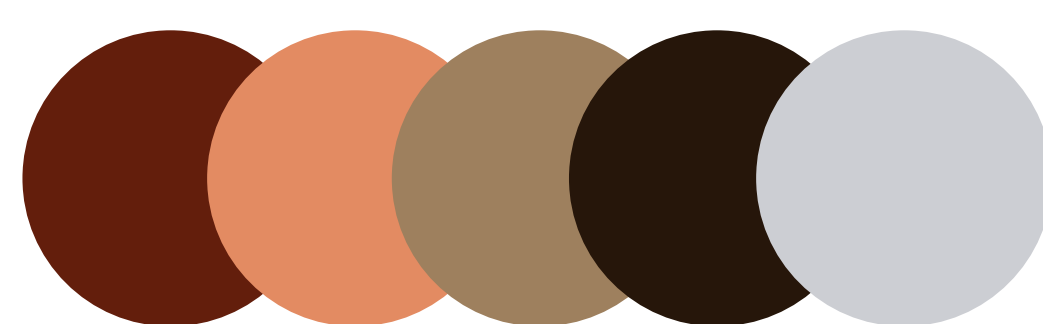
CHOOSE YOUR COLOR PALETTE FIRST

Contrary to belief and outdated ways you don't want to dress everyone in the same color. Kiss those white tees and jeans goodbye. Seriously go ahead and burn them at your next family BBQ. Rather than trying to match one color, opt for a color palette instead.

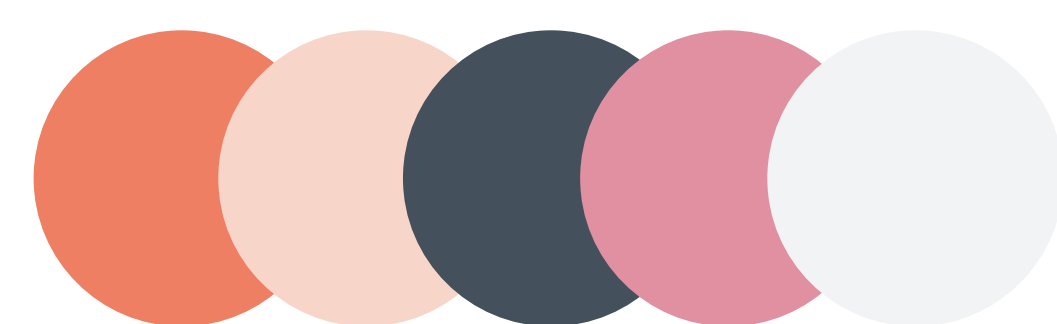
Your color palette should include 4-5 colors. You want to pick these according to tones instead of just colors. Examples of tones can include earth tones, neutral tones, beach tones, pastels, etc. If you already know your location, pay close attention to the colors represented there. Check out the examples shown.



MOUNTAIN LOCATION



OPEN FIELD LOCATION



METRO/DOWNTOWN



Coordinating Patterns

Another way to add dimension to your images is to coordinate your wardrobe with both solids and patterns. One or two members of the family can wear solid colors and layer them with textures such as lace, fur, or wool. Other members can also wear patterns such as stripes, shapes, or floral as long as the colors match the palette.



Accessories

This is where you can make your images really pop with color, personality, and/or flare! Pull out that thrifty hat. Wear the sparkling jewelry you got for your birthday. Dare to wear that jacket that spices it all up.

FOR HER:

- Statement Piece Jewelry
- Hat
- Scarf
- Kimono
- Jacket
- Bows

FOR HIM:

- Hat
- Suspenders
- Tie
- Jacket
- Belt



Indoor Home Session

Incorporating your home for a photography session can be one of the most beautiful locations. Styling for an in home session is a bit different than an outdoor session due to the lighting situations and colors of your home. Here are a few tips you can use to plan your wardrobe:

1. If your home lacks an abundance of natural light, dress in lighter and neutral tones. This allows the camera to help bounce light from your clothing and create an even amount of light in the image. Whereas darker clothing in a darker space creates more shadows and give a darker appearance to the overall final image.
2. Coordinate with the colors in your home. Much like you would create a color palette that compliments an outdoor location, you need to create a color palette that compliments your home. Look around and see what tones you can use.
3. Solids over patterns and logos. When you are photographing inside of your home, you want your wardrobe to minimize as many distractions as possible. Focus on solid colors and textures. Be sure no words or logos appear on the outside of the clothing.
4. Remember when I said white tees and jeans are dead? Well... they aren't when you photograph in your home. Sometimes you need as much additional brightness as you can get, so feel free to pull the white tees out for your indoor home session.

Style Board

CREATE A STYLE BOARD ON PINTEREST

Hop on Pinterest and create a board that is dedicated to your photography wardrobe. Start with the color palette and then start searching for "winter engagement sessions" or "Outdoor couples session style" to get your brain moving and inspired. Pin what inspires you and then start your online shopping!

Add to cart + ship to door = no stress wardrobe planning



THERE YA HAVE IT!

You are on your way to planning your magazine worthy wardrobe. Remember: layers are your friends, and do not hesitate to reach out for some one on one assistance!

Happy Planning!

