



The Styled Studios

NEW ENGLAND

**STYLED PHOTOSHOOT
TIMELINE & WORKFLOW**



CONCEPT & DESIGN DEVELOPMENT

(4-8 Weeks Out)

THE GOAL

Define the “why” and build a cohesive visual narrative.

- Determine theme, tone, and audience of the shoot
- Create a mood board in Canva with elements including:
 - Venue/vibe
 - Floral vision
 - Stationery suite
 - Table linens, rentals
 - Fashion/styling details
- Establish the overall storytelling goal (*e.g. modern elegance, romantic garden, etc.*)

CURATE THE IDEAL MODELS

(4-6 Weeks Out)

THE GOAL

Attract your dream clientele by showcasing your ideal couple.

- Select models that reflect the aesthetic and vibe of your brand
- Ensure they're comfortable in front of a camera and can take direction well.
- Consider diversity, style, and chemistry

BUILD YOUR DREAM VENDOR TEAM

(6-8 Weeks Out)

THE GOAL

Bring together creatives who align with the vision and play well together.

- Confirm with the following:
 - Florist
 - Rental company
 - Stationer,
 - MUA
 - Cake Artist
 - Others
- Ensure aesthetic alignment and positive collaboration history
- Email a vendor welcome packet including:
 - Vision/mood board
 - Timeline - week before
 - Expectations - week before
 - Deliverables (e.g., personal florals, fake cake, etc.) - arrive to Sorrell 1 week before
 - Social media and image use guidelines:
 - Clearly explain if images are being held for publication
 - Outline what can be shared, what must remain private, and the reasoning (e.g., venue wants first rights or exclusivity)

PRE-SHOOT PREP & LOGISTICS

(1 Week – Day Before)

THE GOAL

**Set yourself up for a seamless
and joyful shoot day.**

- Prep emergency kit (*same as wedding day*)
- Steam garments and accessories
- Organize shoot essentials:
 - Stationery
 - Rings
 - Ribbons
 - Props
- Pre-order lunch (individually packaged/“grab-and-go” preferred)
- Stock snacks and beverages
- Ensure room/space is clean and clutter-free
- Layout clothing, jewelry, accessories
- Designate hair/makeup area with good lighting, outlets, mirrors
- Have a helper or two lined up — they can:
 - Pick up forgotten items
 - Help move furniture or décor
 - Assist with models, wardrobe, or hair/makeup needs
 - Handle pets or animals if included in the shoot
 - Be an extra set of hands during setup or styling

SHOOT DAY TIMELINE

7:30 AM

Arrival + Setup Begins

- You arrive first to open and prep the space
- Set out snacks and drinks
- Set out styling props, clean surfaces, lay out all items
- Helpers begin supporting setup tasks

8:00 AM

Photographer Walkthrough

- Kate arrives early to assess lighting and layout
- Walk through placement plan for ceremony/table areas

8:30 AM

Hair & Makeup Arrives

- Set up in designated space
- Models begin prep

9:30 AM

Florals + Backdrops

- Florist drops off personals (bouquet, boutonniere)
- Begins building tablescapes and/or ceremony install
- Steamer ready for any backdrops

10:00 AM

Models Dressed

- Hair/makeup complete
- Outfits/accessories are steamed and ready to go
- Helpers can assist with dressing, shoe changes, etc.

10:30 AM

Portrait + Couple Shots Begin

- Photographer starts with model portraits, details, couple shots
- Backdrop, mantel, or outdoor locations tidied as needed
- Helpers can assist with holding reflectors, adjusting fabric, or clearing backgrounds

12:00 PM

Grab-and-Go Lunch

- Models, vendors, and crew break for a quick lunch
- Easy-to-eat options, labeled and ready
- Keep things flowing to minimize downtime

12:30 PM

Ceremonial + Cake Shots

- Staged ceremony setup, dessert display, couple interacting with space

1:00 PM

Model Wrap

- Final shots complete
- Models are paid, fed, and sent home

1:30 PM

Creative Styling Time

- Stationery flat lays
- Table styling and detail shots
- Play and get creative with angles, light, and layers

3:00 PM

Wrap + Clean Up

- Pack up rentals, props, trash sweep
- Thank any remaining vendors
- Helpers assist with breakdown and load-out

POST-SHOOT COMMUNICATION

THE GOAL

Keep the momentum going and ensure everyone knows how to share the final product.

- Send sneak peeks and full gallery to vendors
- Full gallery 3-4 weeks later (film needs to be processed)
- Provide:
 - Tagging info for social media
 - Clear posting guidelines:
 - What images can be shared and when
 - What images **must be held** (e.g., if the venue or planner is seeking publication)
 - The reasoning behind any embargo or hold on posting
- If pursuing publication:
 - Communicate the approximate wait time
 - Encourage behind-the-scenes shares without revealing final looks
 - Share next steps if/when images are accepted for publication

Thank You!