

STYLE GUIDE

Tips and Inspo



SHANNON MARIE CREATIVE



STYLING BY SHANNON MARIE

Picking out outfits for your session is all about what you envision and are comfortable in.

I want you to look at the final gallery and love everything about it and your wardrobe plays a large part in that.

Here you will find advice and Inspiration. There is a lot to consider, but I hope you love the process, find all of this helpful and most of all the final gallery.





6

TIPS

that will help you with
choosing the perfect outfits



Tips

COORDINATE, DON'T MATCH

Coordinate, don't match. Choose a color palette and build outfits that complement each other.

PATTERNS

Don't be afraid to mix patterns such as florals and stripes, or plaids and polka dots.

TEXTURES

Adding in textures such as linen, velvet, tulle, lace, crochet, faux fur, corduroy and knitwear can also add visual interest.

OUTFITS WITH MOVEMENT

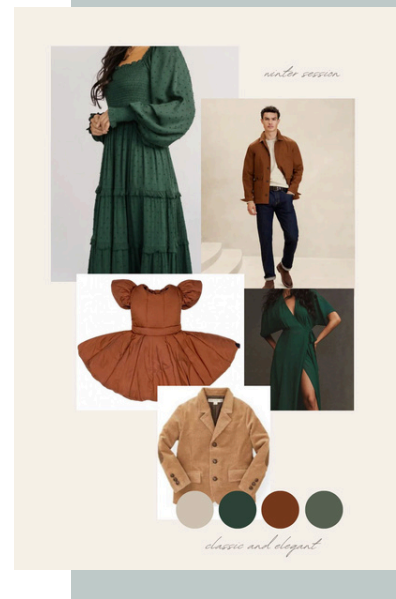
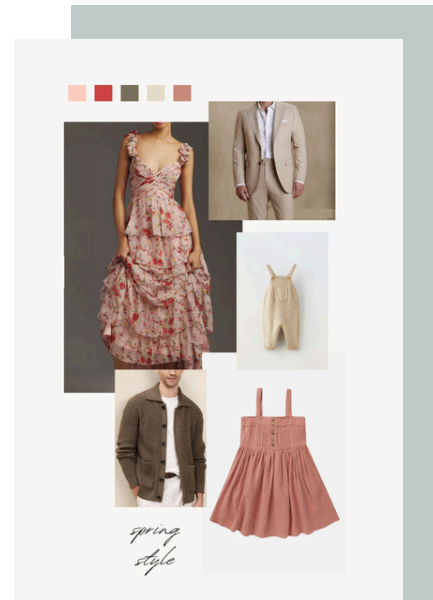
Pick outfits that can be flowy and shows movement. It looks wonderful in photos and you can easily move, run, play and not feel restricted.

ACCESSORIES

Jewelry, hats, suspenders, knee high socks, cardigans, vests, and hair bows can add layers and help coordinate across multiple people. It can also add a special flare to your photos.

STAY AWAY FROM

- Bright neon colors: Neon colors can be distracting and cause color casts on your skin.
- Large Logos: Also distracting and take away from your images.
- Athletic Shoes: instead, choose casual tennis shoes such as sperrys, boots, booties, or neutral colored sandals. If it is a beach session barefoot is best.



A FEW TIPS ON CHOOSING WHAT TO WEAR

There are so many moments in your life worth capturing. You just got engaged, you are graduating, having a baby, first birthday, or that just one more year has passed is even reason enough for a photo session — the list goes on and on.

What to wear is always such a struggle for most. That is why I am here to help. It is now my job to curate timeless outfits that you'll love. Here are a few things to think about while we decide what are the perfect outfits for you.



Where you will display your images and what they will be used for:

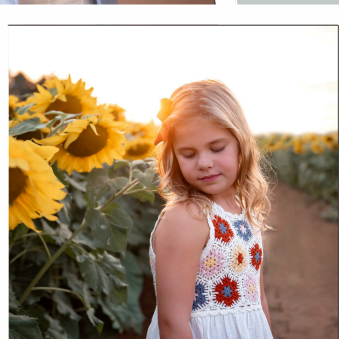
Do you want them to grace your walls in a large format in a specific room in your home. If so think about the colors of that room and coordinate. Do you want them for a save the date or engagement announcement. If so consider the colors that you are using in your wedding. Do you want them for your website and branding then think about the colors that your brand has. If your home is more coastal and pastels then lean into those tones. If you live in a cabin in the woods then lean into more earth and jewel tones if they will be on display, which I highly encourage.

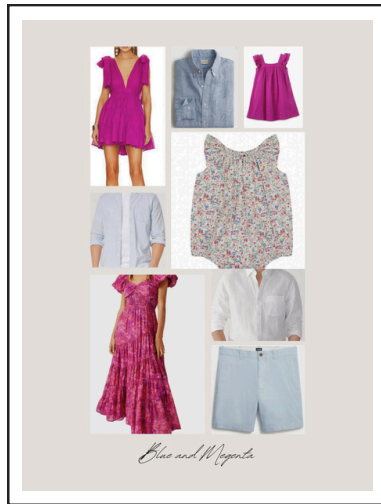
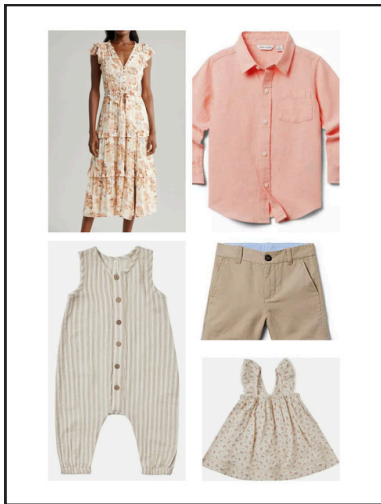
Take the location and weather into consideration:

If it's an engagement shoot in a field with tall grasses or at the beach during golden hour, consider a flowy dress and shorts or chinos for your man. If it's a session in the city, lean to more of a modern look with clean lines and a pop of bold color. If it is December at a tree farm choose warm and cozy.

Choose classic over trendy:

A session isn't the time to experiment with trends, let's face it trends come and go but these images will last a lifetime. Instead focus on fit, color and comfort. Sometimes simplicity works well. You would be surprised at how perfect you can look with a simple cream cashmere sweater and cognac booties. Focus on classic and timeless pieces.





SPRING INTO SUMMER INSPO



summer mood board





summer into fall looks

STYLE INSPO

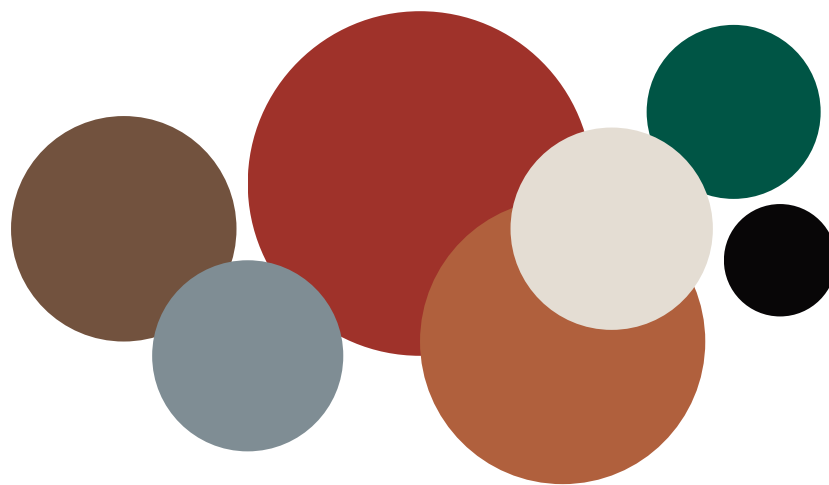
neutral with a pop



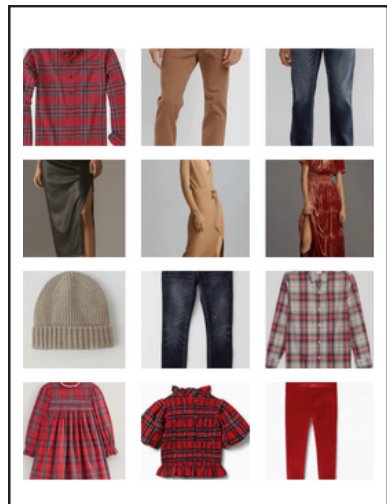
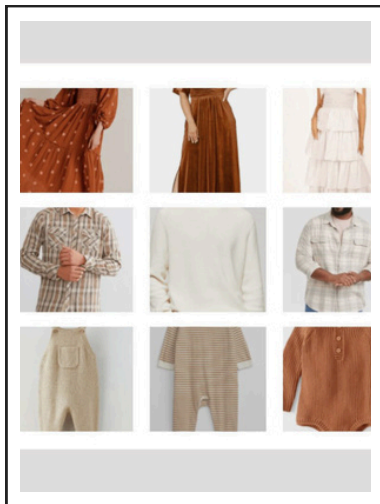
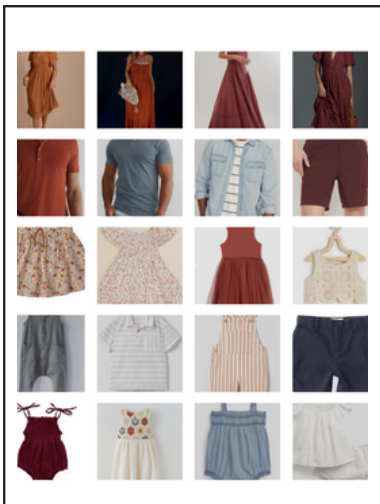
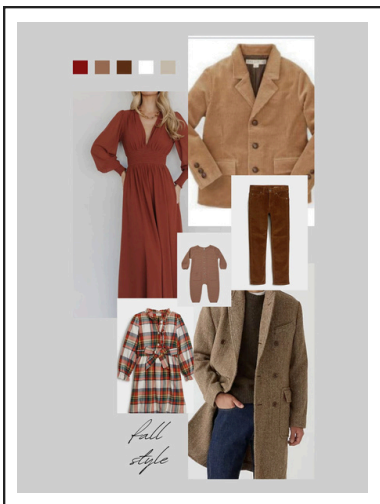
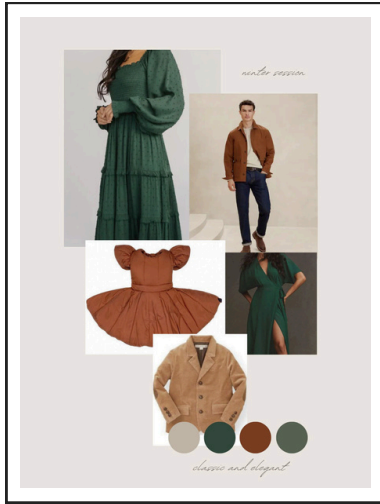
see these colors in a session below

STYLE INSPIRATION

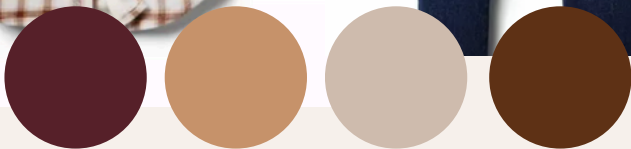
all about the colors



this session combined a rich color palette, flowy dresses, layers, accessories and texture



FALL AND WINTER INSPO



Fall inspo

happy styling

If you made it this far
thank you for reading
everything and I hope you
are excited to get started
with styling your session.

I am as always here to
help and I can not wait to
see what you choose.

*xoxo,
shannon*