

Jordyn Keller
PHOTOGRAPHY

OUTFIT PLANNING GUIDE



| THE COMPLETE GUIDE

to planning your photoshoot outfits



"But what will I wear?!" -the grinch

Hey friend!! I am SO excited to shoot with you!! It means the world to me that you have trusted me to tell your story! So let's make this the shoot of your dreams, yeah?

While planning a session, my most asked question is, "What should we wear?!" I know it can be pretty daunting to find clothes for your shoot, so I've put together this guide to take out the guesswork for you!

After shooting hundreds of sessions, I've come to learn a thing or two about what works and what doesn't in terms of clothing. I thought I'd compile it all into one guide to give YOU the skills and confidence in choosing the perfect outfit for your shoot! So if you're nervous about picking your outfit, read on, my friend!!



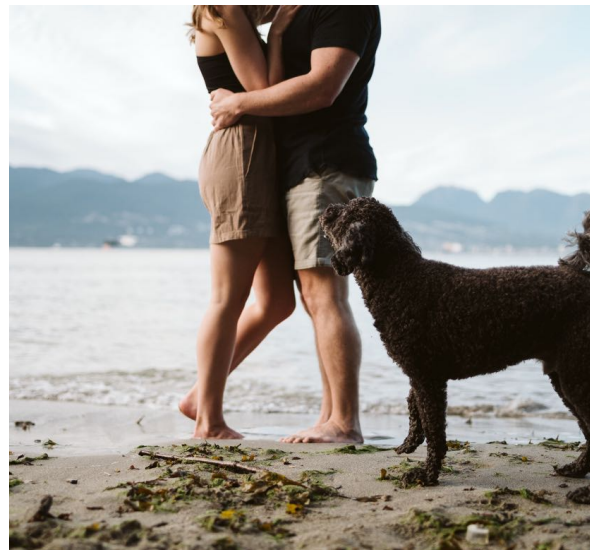
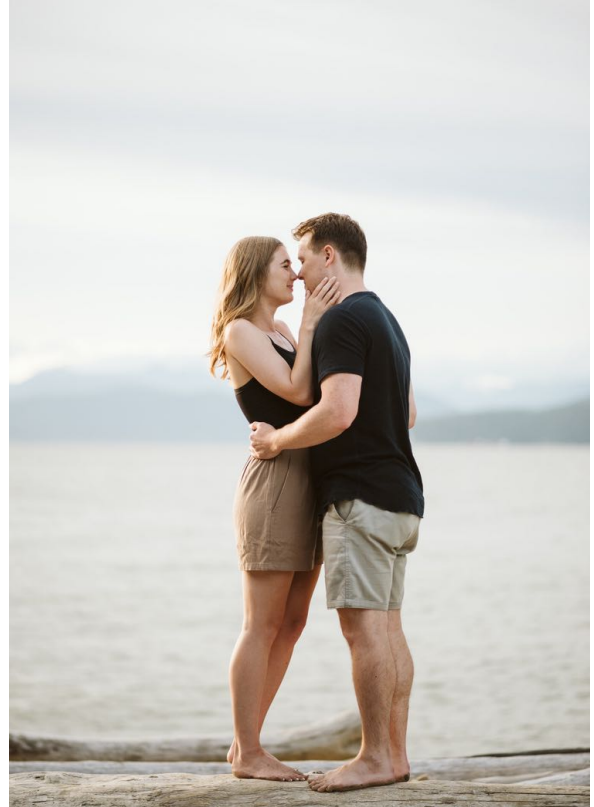


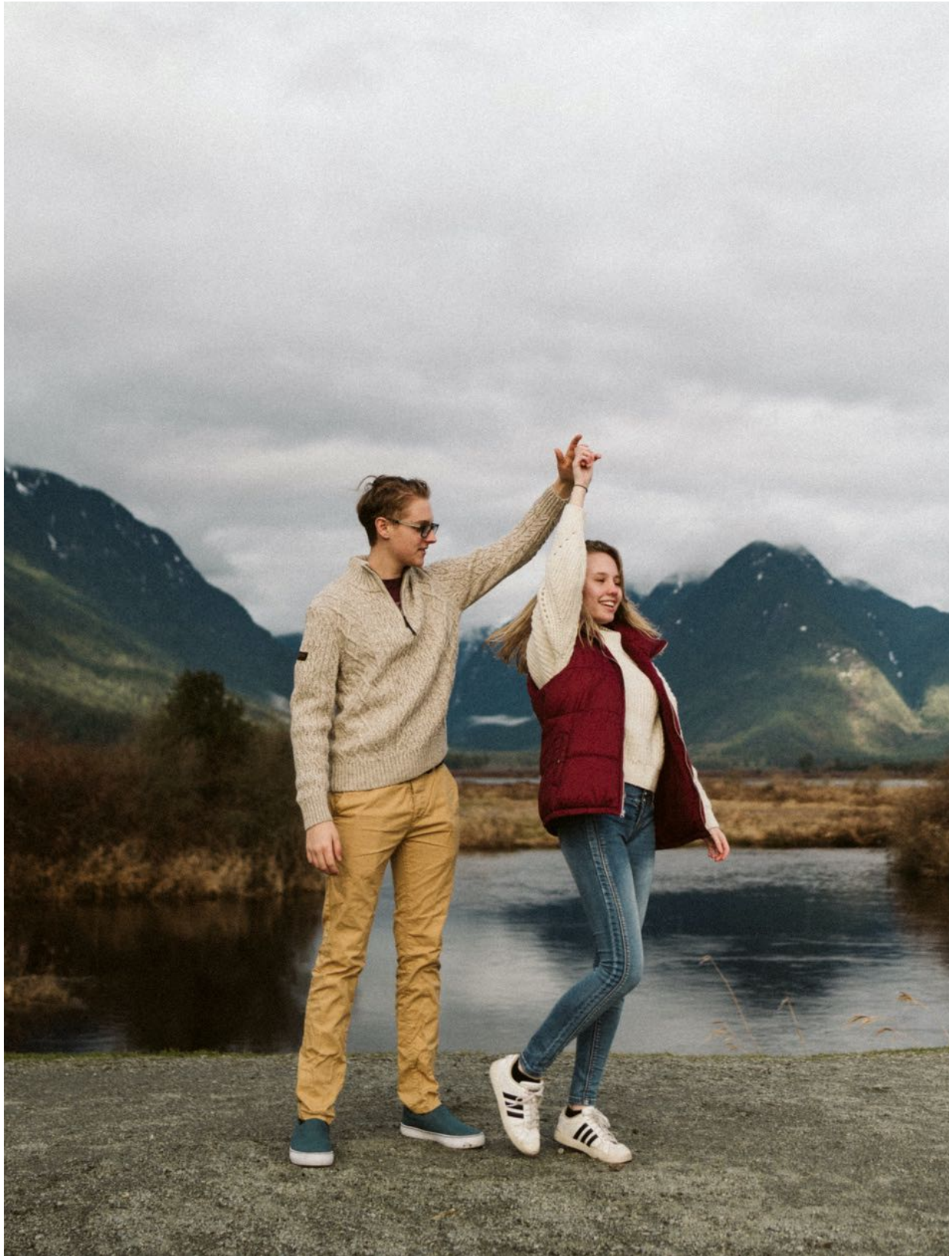
| COMFORT IS KEY

wear what makes you feel most comfortable

If you only read one thing from here, let it be this:

The cool thing about clothes is that they communicate so much about a person! That's why I'll give you some tips, but I want to encourage you to showcase YOUR unique style and personality!! Whether that's fancy, casual, comfy, or sexy, it's totally up to you! You can embrace what you're naturally drawn to, but if you want to go the extra mile and try something new, go for it!! That all being said, no matter what you choose to wear, make sure you're **comfortable and confident** in it because THAT is what shines through more than anything else! Of course, choosing an outfit you're drawn to will 1000% help you feel comfortable in it, but there are also a few other factors I want to touch on!





| THINK LOGISTICALLY

make sure it makes sense

Location and climate play a huge role in what feels good.



Obviously, wearing a sundress on top of a snow-capped mountain would be less than ideal (and wouldn't make sense with storytelling, but we'll get to that in a second). So instead, you'd probably want to choose clothes that are warm and easy to adventure around in! Another thing to consider when deciding what to wear based on location is shoes (and just as a heads up, I love to get you moving during your session). Finding a pair of shoes you can frolic, dance, and adventure around in will be so worth it!!



| THINK LOGISTICALLY

Continued

So we touched a bit on storytelling, but I want to talk more about it! Your photo shoot is a form of storytelling, so make your clothes cohesive with your location, vibe, and comfort level! For example, wearing a sundress on top of a snow-capped mountain doesn't make much sense, but neither does wearing a parka in your living room. Choosing your outfit based on the logistics of our setting will go a long way!!



| BRING OPTIONS

bring more than one outfit

Soooo I don't know if you already knew this, but you can bring options. In fact, I would ENCOURAGE you to bring different options for your outfits!!



Having multiple choices is super great for locations that have numerous stunning spots within them! Some of my favourite places are some combination of beach, forest, fields, and city-- all very different vibes. Having diversity with your clothing to match the variety of where we're shooting will give you so many more options with your final gallery! Having options is also a bit of a safety cushion. Life happens, and you'll never know if you'll need a backup set of clothes! It's also super handy to have in case the weather changes on us! Being over-prepared is better than being under-prepared.



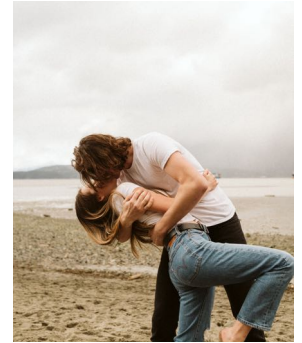
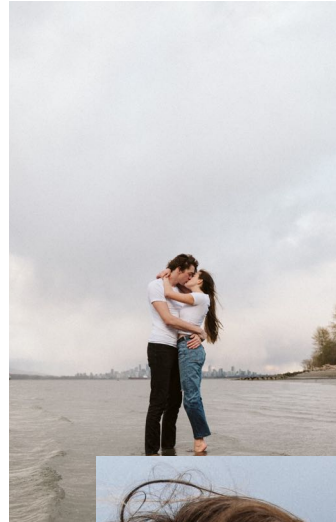
IT'S ALL ABOUT MOVEMENT |

Embrace wind. Embrace movement. Embrace the adventure.

Movement is hugeeee for adding life to your photos!

It's no secret that I will get you moving during your session! Clothes that work with you rather than against you with movement can add so much life to your photos, not to mention that stiff clothing is usually more uncomfy anyways. So go with the flow(y clothes)!

I don't know about you, but when I think of flowy clothes, I think of beautiful dresses and veils catching the wind in the most epic way! We love this, but what about the people who don't want to wear a dress? Movement in their clothing is just as important! So when you're at the store trying on clothes, those button-down shirts might seem nice, but that simple v-neck shirt will catch the wind and move wayyy more freely than the "nice" shirts!



| TIPS FOR COLOR

what to wear and what to avoid

Yall, let me just start by saying colour is so powerful! Depending on your goal, we can go one of two ways. We can either use colours to compliment our surroundings or intentionally use colour to contrast our surroundings! Both are beautiful, but both are very different vibes. I'll give you examples below!



Choosing colours that complement your surroundings is great for most sessions! For like 97.2% of shoots, it can quickly feel unbalanced and chaotic when using bold, contrasting colours. Complimentary colours mean that the focus of your photos will be more on how a moment *feels* rather than looks. If you're unsure what colours complement your surroundings, think earth tones and neutrals! You cannot go wrong with any of those!





| TIPS FOR COLOR

continued

Contrasting colours tell a bit of a different story. Choosing these will make you poppppp, which is amazing for those epic shots! Saving these colours for extraordinary situations works best. For example, wearing a bright red dress in a brewery will have a different impact than wearing that bright red dress at the base of a cascading waterfall. If you want to go this route, let's chat about how we can make it the best it can be!

Before I dive into some visual examples, I want to take a moment to mention that if you're choosing outfits for multiple people, coordination is way better than matching! You don't all have to wear white shirts and black pants. Instead, choose a colour palette (earth tones and neutrals, anyone?) and pick your outfits based on that! Everyone gets to be unique, but you will all look great together.

GOOD
EXAMPLES



heck yes to these
colors



BAD EXAMPLES

shy away from
these hues







| TIPS FOR PATTERNS

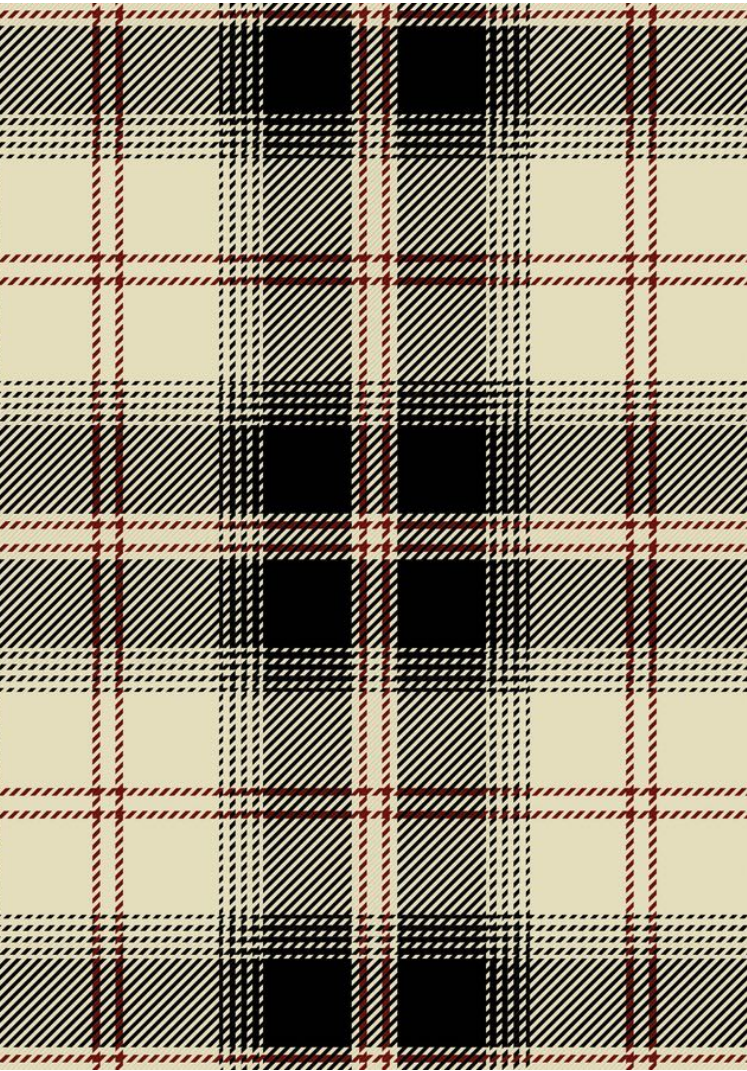
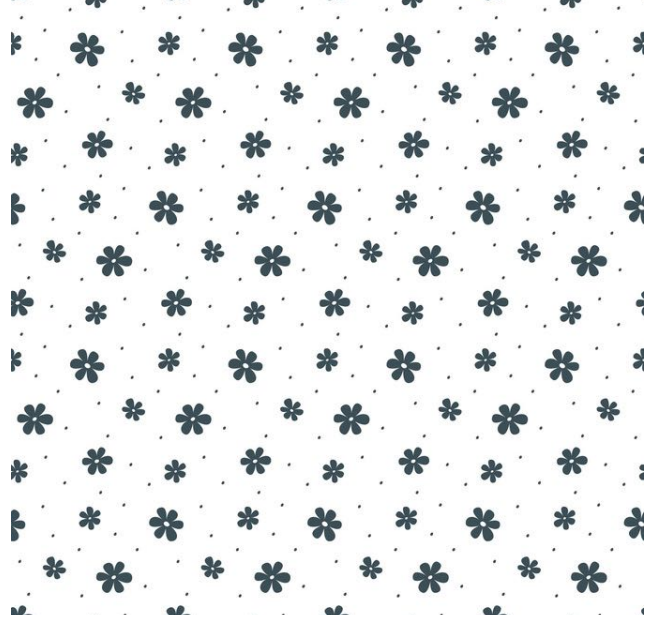
what to wear and what to avoid

Patterns. This is kind of a tricky one. There's a pretty fine line between patterns that add some great texture to your outfit and patterns that are distracting. We want YOU to be the focus of the image, not your clothes.

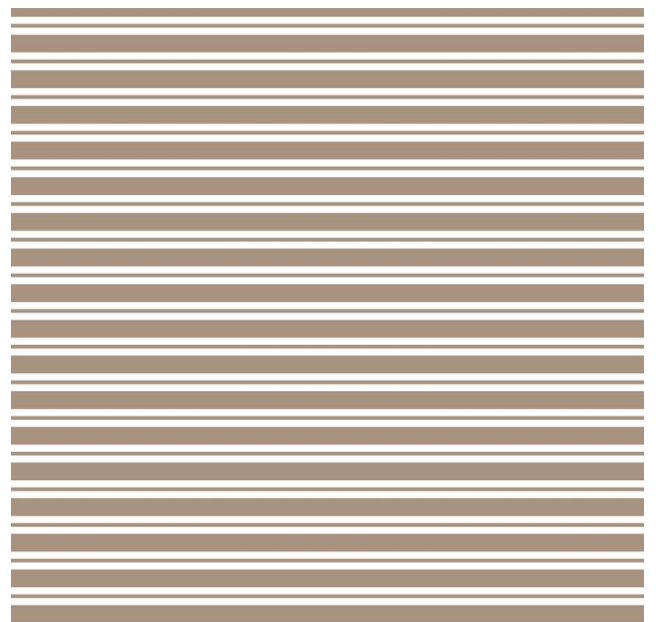
As a rule of thumb, subtle, smaller patterns work well!!! For example, flannels and light floral prints translate well in an image, while bold polka dots or large florals do not. I've dropped some visual examples on the next page, but if you're unsure about a specific pattern (or anything in this guide), email or text me some images of what you're looking at! I'm more than happy to help!



GOOD EXAMPLES



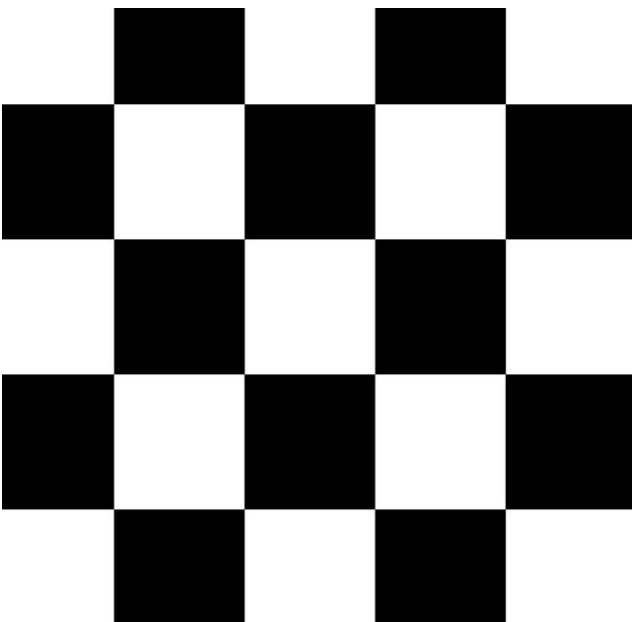
all about these
patterns





BAD EXAMPLES

a little too
distracting





| LOGOS + WRITING

what to wear and what to avoid

Logos are another fine line to walk! Again, our goal for your session is to tell YOUR story, so you need to be the focus! Similar to patterns, if it is a small, tasteful logo that fits your personality, let's include it!! If it's a large, distracting, tacky logo that doesn't mean anything to you, it might be best to find something else!





| DETAILS



ACCESSORIES

Accessories? It's a yes for me. Besides just being fun to have, your personality can really shine through in what you include! Hats, sunglasses, jackets, scarves, and jewellery are just some of the ways you can add a personal touch to your outfit!

Some accessories to avoid are apple or smart watches (they will 100% look outdated in a couple of years, and we want your photos to last a lifetime) and any scrunchies or elastic bands on your wrist! Other than that, go wild!

PROPS

Okay, before you skip this section because you think that props are tacky, hear me out. I'm not talking about those cheesy props that you held for your graduation photos; I'm talking about including items that you already have and enjoy in your daily life. Props can mean bringing your pets, favourite drink, food, car or motorcycle, paddleboards, stuff for a fire, etc.! These things complement your natural loves, lifestyle, and story!! So I would encourage you to embrace what that could look like for you!



| DETAILS

continued

HAIR & MAKEUP

Let's quickly talk about hair and makeup! Basically, you do you, friend! A photoshoot is always an excellent excuse to get glammed up, but don't feel like you have to. If getting your hair and makeup done makes you feel good and confident, go for it! But if you think getting your hair and makeup done will feel unnatural, stick to what you're comfortable with! Again, comfortability is the #1 thing to make any of these decisions on!





| FINAL NOTES

Here's the bottom line...

Just remember that this is all about you and your story! I'm here to help you make sure your clothing choices reflect that and complement it well! I hope this guide got the wheels turning for you, but if you have ANY questions, have decision fatigue, or just need another opinion, I am here for you! I can't wait to see what you come up with!!

You got this!!





your friend, Jordyn