



danielle pressley
PHOTOGRAPHY

FAMILY STYLE GUIDE

and session prep

WELCOME

To our session guide



Friend, Thank you for choosing Danielle Pressley Photography for your family's photo session. Capturing the connections between you and your family is one of my most honored jobs outside of my own Family! You may be wondering what to expect and how to prepare for your session so I've got a few tips and tricks for you! The most important thing is that you don't stress during this process. Our guide is designed to take the guesswork out of dressing your family so you can arrive to your session fresh and stress-free! We've got you!

SMALL CHILDREN

and babies



If your child is nap-aged, then plan your session time around nap time.

Bring snacks! Small children and toddlers are much happier with full bellies.

Comfy clothing - make sure clothing is weather appropriate & fits well.

Small kids are so fun to photograph! They're typically energetic and full of giggles if they are in a good mood. But like anyone they can get cranky if they're hungry or tired. A great idea is to plan your session time after your child's nap so they're fresh and ready. Bring snacks in case your child gets hungry or treats (that won't stain fingers and tongues) to help them sit still during posed family shots. If your child has a favorite toy or something that makes them giggle, share that with me so I can incorporate behind the scenes to make the session fun for your child. Keep it light! Try not to scold children during the shoot. This typically leads to tears and/or strained smiles and stress for everyone.

OLDER CHILDREN



If your child brings a device like a phone or tablet to the session it's a good idea to leave it in the car as it can be distracting if it's in their pocket. Let them be involved in choosing their outfit so they are comfortable. Older kids can sometimes have a hard time "loosening up" for their shoot so it helps if they feel good in what they're wearing. While we will do posed shots, I also like to capture the family dynamic so feel free to tickle, joke and be silly with your older kids! Try to make them laugh!

key points

No devices

Clothes they like

Keep the mood light



THE NITTY GRITTY

do a kid check

Kids of all ages can get boogies in their noses, have dirty faces or crazy hair! Try to check your children thoroughly to make sure their faces and noses are clear of anything you might not want showing up in your family pics. All photographs are professionally edited but you'll make my job a lot easier if their faces are clean and ready to go! Bringing some wipes and a hairbrush is a great idea for last minute touch ups. Sometimes you'll even need to pull them out during the session.



Check faces for boogies, crusties or dirt



Crazy hair? Bring a brush to tame flyaways



Bring wipes for last minute touchups



WHAT TO WEAR?

The big question

This is the burning question for most clients. How do I dress my family and keep my sanity at the same time? Relax, friend! We've got you. Before your session we will discuss your aesthetic and color palette, you'll send me images and links to what you're wearing, and we will be on our way!

Choose several complimenting colors and stick to them. Pick some of your hues that coordinate well together and go from there. What are your family's favorite colors? Don't choose one color for the whole family - multiple colors will add dimension to your images. Have fun with it!

just have fun



WHAT TO WEAR?

coordinating your look



PICK A PATTERN

Pick one pattern and go from there. Avoid dressing the whole family in patterns. A good idea is to choose one item, a dress for example, with a pattern containing the colors you love. Then choose colors from the item that you love for the other family members to wear.

remember...

Be comfortable. All clothes should fit properly and be weather appropriate.

THE DO'S AND DON'TS



family styling tips

Style consultation

Before we have our phone consultation I ask all my clients to review my list of do's and don'ts. Additionally I'll ask them to send me pictures of their outfits before the session. This way I can coordinate blankets, props and even location based on your clothing choices. I'm also happy to help advise you on what to wear! Shoot me an email or text and I'm happy to help!

Let's start with THE DO'S



DO: Wear layers!! Layers add dimension and depth to your images. If it's hot outside layer with accessories - cute belts, necklaces, bracelets, etc. If it's cool weather cardigans, vests, scarves, boots and hats are all great examples. Avoid graphics on clothing - accessorize instead! Texture is an amazing way to add depth without creating too much additional pattern.

DO: Purchase clothes that fit your body. It can be tempting to buy kids clothing a size bigger so they'll have room to grow, but for photo sessions it's not the best idea. Avoid looking sloppy by wearing well fitting garments.

DO: Start with one outfit (typically the patterned outfit first) and build the rest of the family clothing from there. I also encourage for Mama to decide on what makes her feel best first! It can be overwhelming trying to choose all the outfits at once so start small and build from there. Everything doesn't have to be new, shop your closet!

THE DONT'S *do this instead*



DO NT:

Wear neon colors. They don't photograph well and cast colors onto the skin of those who are wearing them. No one wants a bright yellow face! Also think about the location - what will it be like? If you'll be outside with a green meadow as a backdrop, avoid wearing green.

DO NT

Match! Matching is out, coordinating is in. Remember, it doesn't have to match, it just has to GO. Outfits should complement each other, not match. Add interest by wearing different textures, layers and complimenting colors.

DO NT

Wear solid black or solid white clothing. These colors don't show dimension when photographed and make for dull, boring images. That doesn't mean wear shirts with large graphics or logos - we suggest avoiding those, too. Patterns, textures and colors are how we add interest.

WHERE TO SHOP?

a few of my favorites



Old Navy

An affordable place to shop for the whole family. It's easy to find simple patterns and solid colors.

H&M

Another affordable one stop shop, you'll find plenty of neutral colors and easy to layer items for the whole family here..

Zara

One of my favorites! Super cute suspender outfits for little boys and tons of sweet dresses for girls. Perfect for kids outfits! Also affordable.

Boden

A little more pricey but great quality with clothing for both kids and adults. They have great clearance so be sure to check there first.

WHERE TO SHOP?

continued



Gap/Kids

Great for classic clothing, but be careful and avoid graphics and neon colors. Go for their classic pieces.

Rue La La

Designer clothing at discount prices. I especially love the wide variety of maxi dresses for women. A great style for all body types!

Kindred & Crew

A fantastic place to pick a print to build on for your family look. They have options for the whole family. They're online only, find them at www.kindredandcrew.com

Banana Republic

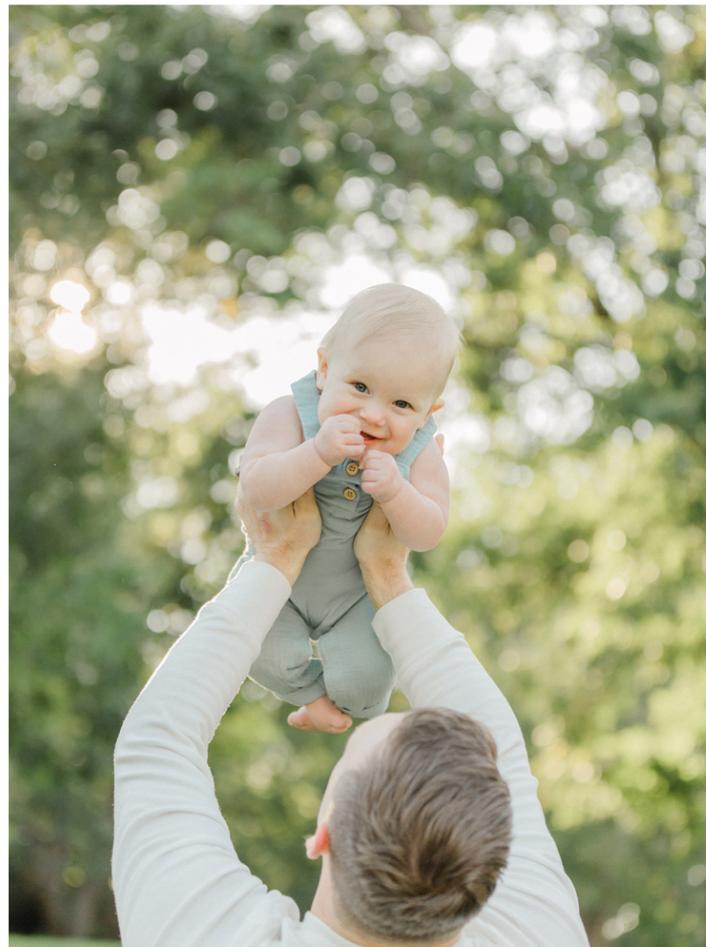
Another great one for the whole family. I adore their baby clothing but it can be on the pricey side. They have great sales!

JUST HAVE FUN



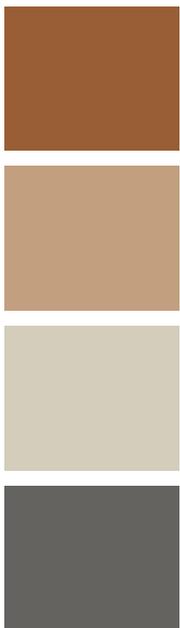
capture the connection

Ultimately what matters is that we capture the genuine moments between you and your family. Feeling confident in your clothing is the first step to beautiful pictures. We want you to be able to relax, smile, and enjoy the moment. If you need additional styling advice, please contact me!



MOOD BOARD

for Autumn...

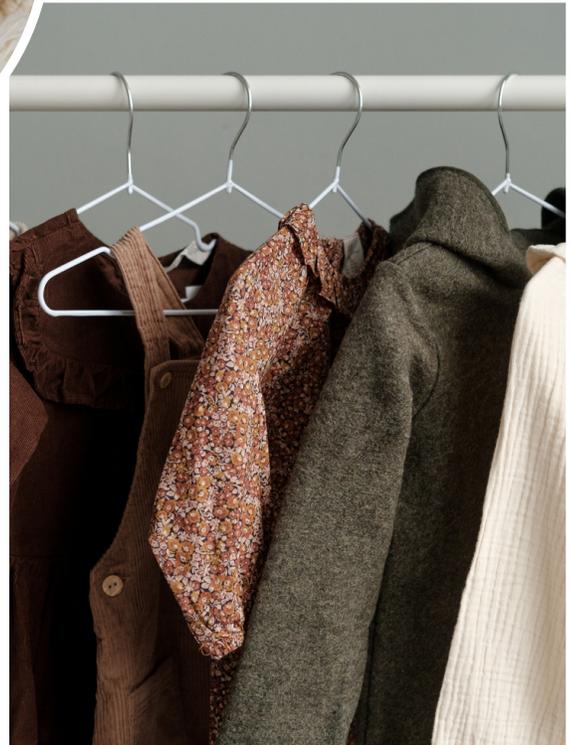


textured

warm hues

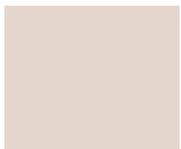
cozy

classic



MOOD BOARD

for Spring



soft tones



romantic



fresh



on trend

