

WHAT TO WEAR GUIDE



2 🔊 RUP100

465

3 🔊 RUP100



Dressing yourself in the morning is hard enough when you don't have to stand in front of a camera and be your best self. Choosing what to wear for a photoshoot can trigger even the most confident, fashionista to pull their entire wardrobe out onto the floor in search of the perfect outfit.



So if thinking about what to wear stresses you out, don't worry. This is SO normal! Before you lose sleep to late nights spent online shopping--putting clothes in your cart only to take them out again--let's talk about what works and what doesn't.

Number one thing I want you to remember? Being comfy is EVERYTHING. You should look and feel like yourselves, first and foremost.

BE COMFY.

please

It's not uncommon for people to want to shop for new, sparkly clothes to wear to a session. And that's totally fine - if that's your jam. But let's talk about comfort a little more. Do you think you'd feel better in your favorite t-shirt and jeans or a new clingy little black dress? The best route is usually to go with something that's tried and true. Something you know moves with you and hugs you in all the right places. Don't get me wrong - it 100% does not have to be jeans and a t-shirt. You can glam it up a bit more if that's what you prefer. But if authenticity is what you're after, you're going to have to show up as yourself. And if you want to capture this time of your life in all its glory, then it's about the feeling of being in your own skin.



MATCH YOUR OUTFIT

TO THE LOCATION AND SEASON.



Let's try to compliment the season with what you wear so you can be comfy. Let's avoid being over heated or freezing, especially in WNY- dressing appropriate for the weather that day is key! You and I will be collaborating on telling your story together, so let's get this right to avoid the distraction of looking out of place.

Plan your outfits around what you know about the conditions at the location. We may be walking a little bit so want to have pain-free feet so be sure to have the right footwear- you can always change into your nicer shoes when we get to our spot for photos. For at home sessions, slip into your cutest sweats and rock it (pants optional). The idea is to authentically capture you wherever you are.

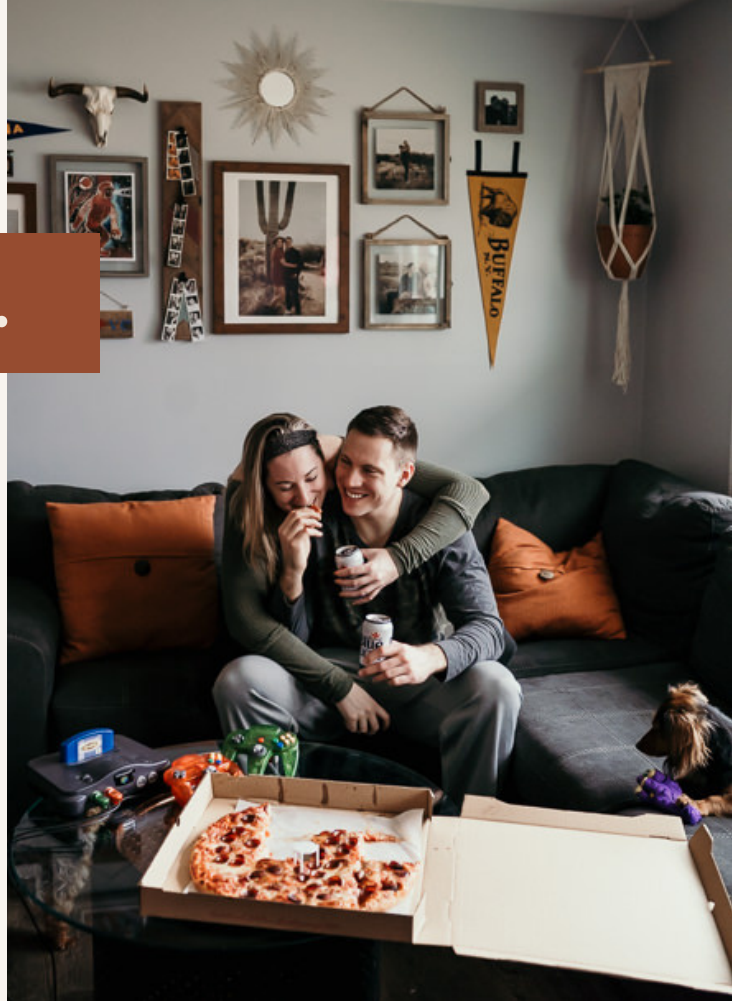
Think through your clothing choices logically based on location, vibe, and comfort level.



TIP: DRESS FOR THE WEATHER! AVOID BLACK ON SUPER HOT DAYS, WEAR GLOVES ON FREEZING DAYS ETC.!

LEAD WITH PERSONALITY.

I'm up for it all. If you have something you love doing together like cruising on a motorcycle or you live for your fur fam, let's include them! If you're obsessed with staying in and ordering a pie from your fav local pizza shop, twist my arm. If you're a jeans and a band t-shirt kinda person, let's work with that. I want your session to be different from everyone else's. I want it to be you! So let's brainstorm some things we can include that helps tell your story.



INCORPORATE TEXTURE & *movement*

Pick fabrics that move and flow with you. Ones that add a cosy texture, or get picked up by the wind, filter the late afternoon sun, and glow in the morning light. Natural fibers like linen, cotton, or wool are amazing. Avoid stiff-seeming garments with collars as they look a bit too formal and often get tucked in weird spots and need adjusting, instead try a henley shirt or sweater. Also try avoiding clingy fabrics like spandex.



COLOR SCHEMING.

Aim for neutrals, earthy tones, gem colors and metallics. These colors compliment the outdoor environment almost anywhere you go and look damn fine as a printed, framed piece of art.

Don't get me wrong, I'm not advocating for a beige world of quiet and inoffensive colors. By neutrals, I just mean softer tones. Primary colors (red, yellow, blue) are incredibly striking, but can sometimes have the effect of detracting from the main subject (which is you). So for example, instead of electric blue, go for something closer to sky blue. Instead of bright orange, opt for mustard or apricot.

A rule of thumb here is to choose to either complement your natural environment or contrast it. A mustard dress in a deep green forest will look epic, whereas a bright pink, patterned dress doesn't really fit in with your surroundings. It totally depends on what you're looking for!

For families it's best to keep your color scheme limited to four colors. You can choose one person to wear a feature color and have everyone else's outfits complement that.



COLOR THEORY

in action

Remember the color wheel from 6th grade art class? Maybe you've gladly left your middle school days in the past, but the color wheel comes in handy when making good color decisions (aka planning what to wear). The color wheel is a great reference point when trying to figure out what colors look a bit weird together and what colors are a match made in heaven.



COMPLEMENTARY *colors*

These colors, the ones that look incredible together, are called complementary colors. They complement each other and create a visual harmony. They're salt and pepper, Bonnie and Clyde, peanut butter and jelly. Complementary colors sit across from one another on the color wheel (i.e. blue and orange, red and green, yellow and purple).

Below is an example that show us how complementary colors do special things for the big picture.



Orange and blue are across from one another on the color wheel and really pop in this session.

example

OF A COMPLEMENTARY COLOR PALETTE



ANALOGOUS *colors*

But it's not all about contrast. We're all built so differently and respond to color combinations differently. For those less taken by the 'pop,' analogous colors could be the way to go. Analogous colors are next to each other on the color wheel, and can be quite soothing to the eye. Think of the jungle and all of the lush variations of green, or the ocean and the infinite hues of blue.

Below are some photos that illustrate how analogous colors work together beautifully.



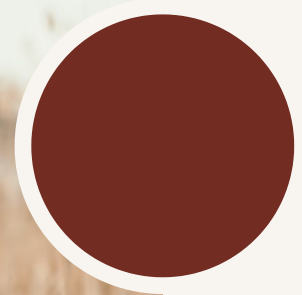
The purple and blues in their outfits go with the moody winter cool tones.



The yellow and green work beautifully together against a warm green background.

example

OF AN ANALOGOUS COLOR PALETTE



COMPLIMENTARY, GOOD! MATCHING, BAD.

**Complement each other,
don't match each other.**

You don't want to create the illusion of being your partner's siamese twin. When multiple people wear the same color, sometimes their matching outfits blend together so much that you can't really see any of them properly. The viewer can't tell where one person begins and another one ends. They turn into one uniform blob.

In order for the aesthetics of your photograph to really sing, you want to find outfits that showcase a variety of colors, textures, accessories, patterns, and tones. Complement the other people in the photograph as well as your surroundings. The idea is to have everything look good together without everything looking the same.



BE CAREFUL WITH PATTERN & PRINTS.

Avoid large bright busy patterns as they often dominate the photograph and detract attention from your beautiful faces.

Usually, subtle smaller patterns work best. Flannels or a small floral print are great when they complement the location. But less is definitely more with this one, try to limit yourself to one pattern at a time. Matching patterns is a tricky task, and it's super difficult to do well.

If you're not quite sure what category your patterned clothes fall into, shoot me an email or send me a text and I'll be happy to weigh in.





LAYER UP!

Wearing layers is great form (and function). Not only does combining layers and textures create more visually interesting photographs, but it preps you for all sorts of weather conditions, too!

Think jackets, cardigans, hats, scarves, tights, and headbands.



WHAT TO DO ABOUT LOGOS.

Much like crazy patterns, clothing with writing or logos on it tends to be a bit distracting. We're not getting paid for any product placements. However, if the logo or phrase is tasteful (aka not tacky), in theme with the session, and fits your personality, I'm all for it. Here are some examples of logos that work.





The fine art of ACCESSORISING.

Hats, sunglasses, socks, and jackets are a great way to jazz up your accessory game. Throw some fun extras into your bag but avoid large distracting pieces. If you couldn't tell by now, I'm interested in shooting you (not your clothes or your bling). I do have a collection of FreePeople flat brim hats you can borrow, ask me to send you pics if you are interested!



Watches are a bit of a weird one, especially in couple sessions. The big circle face of a watch is particularly apparent when people are holding each other's faces and bringing them in closer. But if you don't mind it, I don't either, just something to take into consideration.

Watch faces can draw the eye in and distract the viewer from your faces.

SHOES. SHOES. **SHOES.**

You can't have come this far, painstakingly planning your outfit, only to stop at your feet. Shoes are a key part of a look and ideally complete the rest of the outfit.

If you wear heels like a pro, I definitely don't have the authority to tell you not to do that! But if you, like the rest of us mere mortals, find heels to be moderately uncomfortable, then do yourself a favor and ditch 'em. In most cases, we'll be stomping around on some relatively uneven terrain and I don't want you spraining an ankle--not on my watch. I'll probably be giving you some energetic prompts to follow, too, so you'll want to be ready for action.



Select the right shoes based on the location, and consider what you'd normally wear if I wasn't following you around with a camera. Being barefoot makes sense on the beach, and boots are beautiful in the mountains.

Leather or suede is great for boots, and know that sandals win over flip flops by a long shot. Always consider context when choosing footwear for both aesthetic appeal and practicality.

LET'S TALK

props

Props don't have to scream 'PROP!' Go for the subtle things that accentuate your personality and help to tell a story about your life. Think pets, an instrument, surfboards, an umbrella, bike, or even a beer. If you have a cute sign you would like included, please bring it!

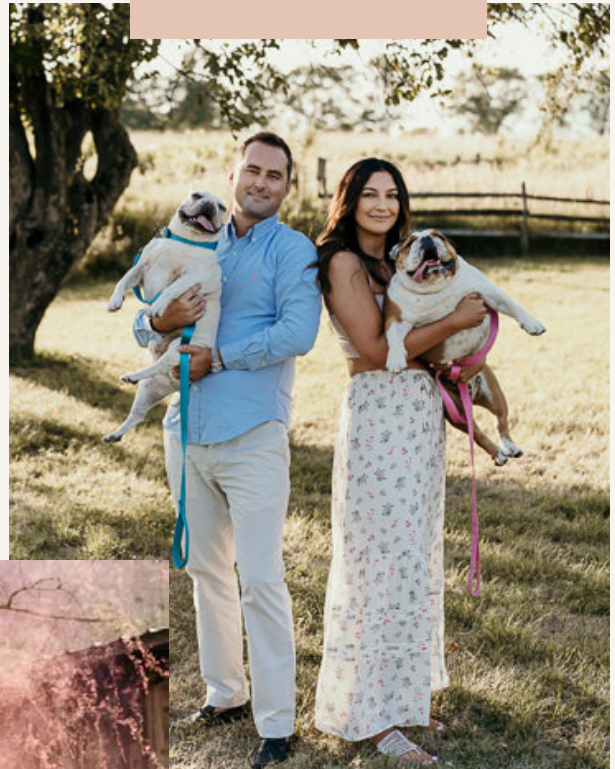


BIKE.



UMBRELLA.

CARS.



PETS.



UNIFORMS.

MAKEUP AND HAIR

DO'S (AND DON'TS).

So this is totally your call! But, if I may... I would suggest cultivating a bit of the French *je ne sais quoi* that balances elegance and ease so well. I want you to look like you. So do whatever you need to do to feel confident and beautiful.

Hands tell such a story about who you are and where you've been and play a crucial role in portrait photography. Sometimes photographs magnify bright nail polish, chipped manicures, and dirty fingernails. And once you see it, you can't un-see it--your eye just keeps on zooming in on that one bit of the photograph. It's really distracting. Treat yourself to a little subtle manicure or make sure your nails are neat and tidy before the session.



As for hair... Oh boy. I'm a sucker for the way a wild mane blows in the breeze. Up-dos are alright, and I totally get it--it's so easy to throw your hair up! But when it comes to saving a moment and putting it in your pocket, hair down is the way to go. With your hair down, you get movement, you get interest, you get some perfect slices of imperfection in the best possible way.

CLOTHING

examples



COUPLES



FAMILIES



KIDS



MATERNITY SESSIONS



LIFESTYLE NEWBORN/ BABY SESSIONS



LET'S RECAP

- Dress for the season.
- Dress for the location.
- Compliment - don't match (unintentionally).
- Wear something comfortable that you feel like yourself in.
- Natural fibers and earthy/neutral colors look amazing in most settings.
- Avoid large prints, logos, and patterns (unless it helps tell your story).
- Throw some accessories like a hat or denim jacket into your bag.

thank you