

LOVE, LEON

STYLE GUIDE



DISCLAIMER: All the photos in this guide are NOT Love, Leon's, but merely inspiration photos collected from Pinterest for exemplary purposes.

A B O U T T H E S E S S I O N

Your session is about celebrating your love and future life together as husband and wife. It's a time for us to capture moments that tell your story and show how you love each other.

A huge part of how I shoot is inspired by movement.

I won't have you look at me, smile and pose for every shot... On the contrary, I'd love if you hardly looked at me or pose at all unless I direct you to.

I want to capture the two of you being together, being present, and loving like crazy.

Apart from having time dedicated completely to you two and cherishing what a blessing it is to find the one you love the most, it's a great chance for US to get to know each other and feel comfortable together; you, me and my camera. It helps me to get a feel for who you are as a couple and individually.

It also helps you get the chance to see how I work, the flow of my art and how I direct the session.

After our session together, we will have a good feel for what works and what to change for the next session or your wedding day.

Usually, the sessions following your engagements will feel much more natural and familiar since we have taken the time to break the ice and get to know how we work together. This results in even more honest and raw photos of your expression of love for each other.

Some couples find that taking this time to take their Engagement photos gives them a chance to "practice" their hair or makeup and they find out what outfits they like and don't like. Others get familiar with how they like to stand or what their best side is and they take the opportunity to change things up for their next session.

I want shooting your Engagements to feel like a breath of fresh air in the midst of all your wedding craziness. A time that is dedicated entirely to the two of you loving each other; no agenda, no decorations, no pressure. I will tell you what to do, direct you, make you walk around hand in hand, dance with each other, cuddle and kiss... a lot!

I aim to capture your love in a very natural, lifestyle, photo-journalistic way. I won't be adjusting your arm so it sits specifically in a certain position at the right angle. I won't be waiting for the wind to stop blowing that beautiful hair across your face. And I most definitely will not be waiting for you to look directly at the camera in every photo.

We want movement and soul, real emotions and the raw moments of spending time with the one you love the most.

The following pages show examples of what to wear to enhance your session, add creative inspiration, and best compliment your love story.

Choosing the right clothes, hairstyle and makeup that compliments your partner can give you the confidence and freedom to focus on your intimate interaction and that spark that makes your love unique.

WHAT TO WEAR

I feel inspired by fashion and love being able to incorporate that into the way I shoot. I'm not going for super trendy looks, but little details that add so much interest to a photo.

When working with a couple that coordinates well in an awesome setting, the outcome is so much more substantial than being in a mediocre setting with unprepared outfits.

Don't feel overwhelmed. I don't expect you to become a fashionista or the next trend setter. I want you to know what fits best with you and your partner's style, body shape and personalities in a photoshoot setting.

I invite and encourage you to ask me about what to wear and seek my advice on what may compliment you and your partner best. I also welcome texts and emails with shots of outfits you're thinking about.

Overall, my best advice is to not rule anything out that you think are no-no's. Be creative, get out of your comfort zone, be adventurous.

Yes, bring a hat! Yes, add that chunky sweater on top of what you're already wearing (you can always take it off or loosely drape it on your shoulders). Yes, bring those extra two outfits (I will help decide when you arrive to the shoot, plus it gives us more pieces to layer with). Yes, bring an extra pair of flats if you're worried about walking in your heels. Yes, bring your makeup bag with a few lip color options and throw in your favorite perfume (it's amazing what a spritz of your favorite scent can do to your confidence level and your partner will probably be paying more attention to you than the camera, which is the goal!).

One of my favorite pieces that brides wear for their engagements is a flowy white/cream dress. There's something so beautiful about how it foreshadows your day to come.

My favorite item for a guy is a blazer. They're so undeniably classy, anyone can rock one and they are a great way to naturally add layers to a guys outfit. It also gives the flexibility to change the look of an outfit without having to do a full wardrobe change.

THINGS TO WEAR:

- Soft, muted colors
- Skirts and dresses
- Hats, scarves and cardigans
- Seasonal attire
- Pleats
- Blazers, bomber jackets and leather jackets
- Jumper/romper
- Anything airy, silky or chiffon
- All white everything for girls
- High-waisted trousers
- Crop-top
- Black is good but only if it has texture and other patterns to supplement it so it's not flat black

THINGS TO AVOID:

- GIRLS: If you're not entirely comfortable with your arms, avoid tank-top everything. No matter what, you will not love the photos of yourself if you're always focused on the imperfection in your arms.
- Blue jeans: I'm all about casual outfits, but for some reason every time blue jeans are in an outfit, it is uninspiring and not my favorite look. If you absolutely want jeans, make sure they are colored (black, white, patterned, etc.), the darkest blue you can find or at least have another look going with them (high-waisted, bell-bottom, skirt, bleached, etc.).
- GUYS: Ditch the white button-down formal shirt and tie. If you want to go formal for some shots, wear a colored or patterned button-down.

Play up your girlie side!

Play up the classic romance with girlie, ladylike silhouettes, like a full skirt or a fit-and-flare dress. They'll look even better when you're moving.

Get all dressed up if you want to!

If you're feeling more glamorous, show off your best looks with a fancy cocktail dress. A richly hued party dress is going to look even better next to his black-and-white suit. These looks also add lots of options for fun detail shots.

Think about what's in focus!

If we're taking those close-up shots, remember what's in focus. Sometimes, it's all about the small details, like an open back dress, a chiffon overlay or necklace that picks up the colors in his shirt. It really makes a difference.

Don't be afraid to stand out!

It can depend on the setting, but wearing a bright patterned dress in a more stark location can really be the perfect way to stand out in your photos. Choose a silhouette and print that flatters you, but don't be afraid to bring the brights. It can look particularly striking if your man dons a classic suit.

Don't shy away from brights!

Don't be afraid to take a bit of the spotlight. If your man opts for neutrals, go ahead and slip into a bit of color. The contrast will look beautiful on camera!

Showcase gorgeous details!

Remember that a shot from the back can be just as stunning as one from the front when you have details in your clothing to show off.

Dress for style and comfort!

Your engagement shoot should be a reflection of who you are. If you and your fiancé are the outdoorsy type, show that side of yourselves with comfortable clothing that's again, coordinated.

Pick clothes that move well!

A flowy dress looks gorgeous from every angle.

Coordinate with your partner!

Definitely don't be matchy, but use a subtle color coordination that feels balanced and easy. While you don't want to look like twins, you do want the photo to feel even and it will be easier to find light that flatters you both if you're dressing in the same color family.

Channel your wedding day look!

Save your wedding dress for your big day of course, but there's something so romantic about a pretty white dress. It's a bit bridal and foreshadows the joy to come!

Dress for your surroundings!

If your shoot involves being active or playful outdoors, let your clothes speak to that same easy vibe. A pretty floral print fits right in with having a bunch of flowers in your hands and the greenery of a natural setting.

Show off your best assets!

If you have a part of your body you're intent on showing off, go for it! Have fun with a shorter hemline and keep your legs looking even longer with nude pumps.

Add standout jewelry!

With close-ups, a beautiful necklace helps balance a lower cut neckline and adds interest to the composition without upstaging the ring!

THE STAPLE

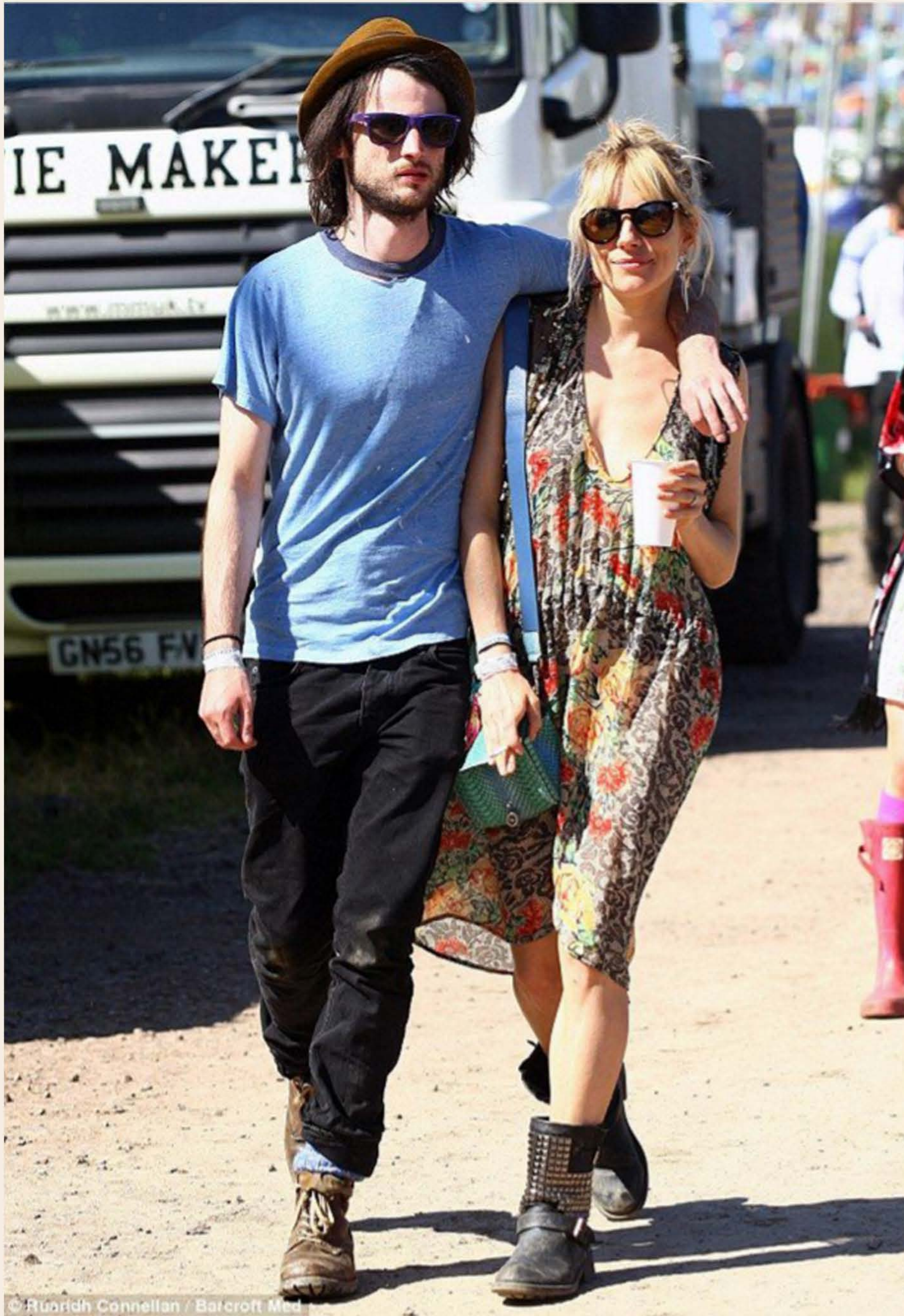


GIRLS: I'm convinced every girl can pull off this look and I wouldn't be mad if every bride wore something similar to this for every engagement session I shoot!

The mix of the flowy, beautiful skirt, patterned or graphic top, and oversized sweater has the perfect blend of textures, prints, fabric movement, and layering options!

GUYS: A solid, can't-go-wrong choice is a colored or patterned button down shirt with tan or colored pants and casual shoes/boots. It's pretty much the best guideline for your first outfit.

THE FESTIVAL-GOERS



I love the feeling of wearing comfy, baggy pieces of clothing for a day outside in the heat. Her plunging neckline is my favorite part of this picture and shows a very casual side to her look that's still not too revealing. I love that their hair is messy and relaxed and jewelry is simple, a few bracelets on each arm. Don't be afraid to wear your hair in a loose braid or up in a bun!

GIRLS: Any dress from Free People will achieve this look while also offering the amazing amount of detail they put on their dresses. Add booties or sandals with a slight heel and socks with sandals if you want to be brave!

GUYS: Try drop-crotch pants and some boots. Add a v-neck or crewneck tee that is colored or patterned.

THE OUTDOORSMAN



Although very basic and a bit dark, their outfits work together. You can see that he has a red scarf to go with his all dark clothing and of course she added the pop of color with the blanket. The blanket is a cute addition for coziness and is telling of the setting that they are in.

For this look I would suggest scarfs, beanies, blankets and accent colors over a basic and neutral bottom layer of clothing.

If you love neutrals use accent colors that aren't too crazy, like royal blue, emerald green, blush pink and deep maroon.

THE CLASSY



Generally, every couple chooses to have one dressy and one more casual look for their two outfits choices. This look is a great representation of a classic, very classy, clean look. Her black dress is very basic, but she added interest with the short hemline and her hair in the soft, beautiful updo that you just can't stop staring at! And those shoes!

What makes this look blend so well is that he is dressed in a soft tan/beige suit instead of harsh black, which wouldn't have complimented her at all. Also, the color pop of the flowers on the horse is a good touch. Obviously we don't all have an animal in our shots, so opting for a small floral crown for part of the session would be a perfect touch for this look.

THE TIMELESS



Umm, how old is this picture and their outfits are still perfectly on point?!

NEUTRAL colors, LEATHER, and LAYERS are ALWAYS a good choice!

Really, Moss and Depp could not go wrong with this photo.

Furthermore, I love her very conservative look, but by adding the white crop top gives it some interest and edge. Also, the camel, white, and black always look so good together and let her stand out as he is in neutral tones as well, but dark shades.

GIRLS: Opt for high waisted, black skinnies and crop top with long blazer.

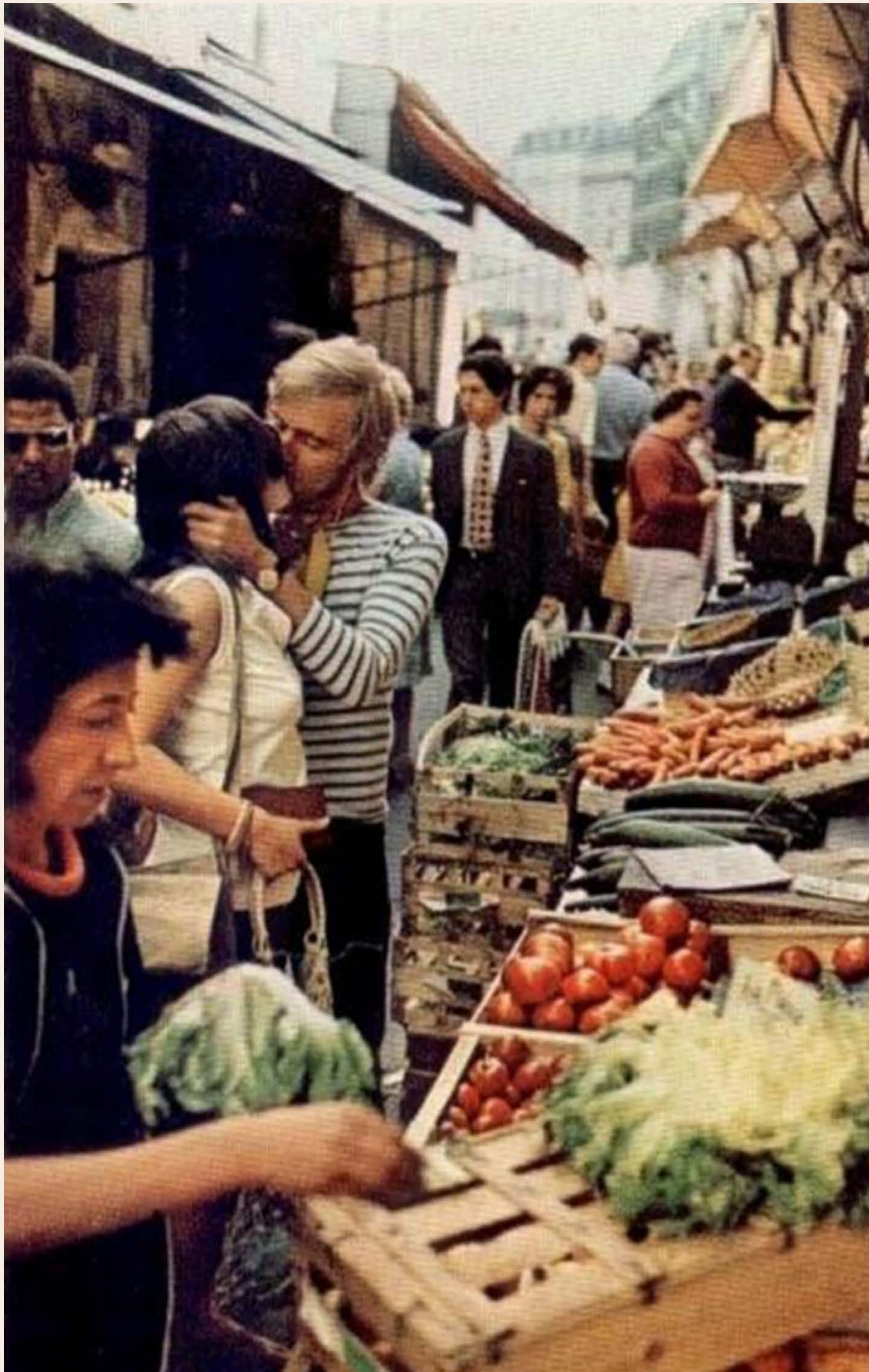
GUYS: Try a bomber jacket overtop a sweater/cardigan and v-neck.

THE CASUAL



One of my biggest suggestions was no blue jeans... there are exceptions to every rule, but I still stand by it. In this photo, they are clearly a very casual couple and everything in this works so well, except I'd suggest black jeans for him and tan or white jeans for her. Simply changing their pant choice would make a world of difference in not letting them blend too much into the background or into each other's outfits. On the other hand, her choice to add a hat with her super simple denim and him with his hair in a pony compliments the casual look perfectly! Even adding a nude or pink lip would set this well too.

THE TRAVELER



Farmer's markets with beautifully colored food and goods can make any outfit look good! Their choices of patterns for him and solids for her are a good base to start when trying to match outfits together.

Again, white or cream on the bride for engagements is ALWAYS beautiful and has that special quality. I'd maybe add a beanie or hat to the outfit or hope that the bottom of her ensemble is an above-the-knee skirt, but the basic qualities of each of their outfits is a good starting point.

T H E U R B A N



These patterns on both him and her are aged looks and the result of an urban shopping experience or thrifting adventure.

GIRLS: This is the ONLY case where matchy-matchy is good - wearing a top and bottom piece that are identical in pattern. This look is amazing, while still adding a bit of edge and femininity with the crop-top and sleeveless arms.

GUYS: His shirt compliments her well. It is white, BUT has a slight pattern on it which adds dimensions and makes it photograph well.

THE CONSERVATIVE



This look can either go really bad or really good.

In my opinion, to pull off this type of dress, a girl has to have a bit of edge to make it work. If you're not too edgy and daring, I'd stay away from this look as it may look too stiff and frumpy for you.

GIRLS: A long flowy dress with high neckline. Do something interesting with your hair, a tiny braid, cute hat or throw some flowers in your hair.

GUYS: Think dapper. Dark pants, a button down shirt and a soft colored blazer will compliment your girl.

THE AMERICAN



You can't get more patriotic than wearing the colors of our nation's flag!

Denim is definitely in, but as mentioned before, opt for wearing it mostly on top with colored jean choice for the bottom instead of blue jean... unless it's super dark blue jean like the woman in the photo... even still, I'd opt for a pattern or colored pant.

Think: what would I wear for a classy 4th of July party?? This look can also transition to Nautical-type dress as well. Anything you'd wear on a boat party is always good: loafers, fit-and-flare dress, sundress, button down shirts, etc.

Furthermore, the colors of the flag will always photograph well when used properly.

GIRLS: Try a full red or white dress. Also, yellow goes well with these primary colors.

GUYS: Denim on top with dark, white, or tan pants. You could also do a red, white or yellow patterned shirt.

THE TOMBOY



Anytime a girl wears an oversized shirt that is likely her boyfriend's, it's all too endearing. If it happens at home and it's cute, it can happen in pictures too!

GIRLS: Choose a boyish top and don't worry about it being form fitting, BUT compliment your girlish figure with shorter shorts or a skirt with a higher hemline.

OR

Go all boyish with cargo shorts and the oversized top, BUT add heels and pretty jewelry to show your girly side just a bit.

GUYS: Go casual-guy. Pants and a short-sleeve button down. You want to match her casual look and not be overdressed, but also not match her too much in her efforts to dress more boyish.

THE WAVEMAKERS



These guys are breaking all the rules and making waves with their outfits... and they're completely OWNING it!

He wears denim on denim and I have nothing bad to say about it! Paired perfectly with a simple grey tee and the right color shoes, it completely works!

GIRLS: Some people think it too risky to wear a jumper or something really patterned, but the lengthening effect it gives her legs is totally working in her favor! She did good on choosing a material that has lots of pattern and prints to balance out his outfit that is all solids.

Try choosing lots of print or patterns and mixing them together! I'd even suggest she add a patterned oversized sweater to wear in some and bring him a beanie.

L I P S / C O L O R

Lipstick might not be your thing, but don't be afraid of tiny bits of color. They don't have to be present throughout your entire session, but for some shots, it adds good interest to your photo.

The picture below, for example, wouldn't be nearly as great if she had no red lips on.

If lipstick IS your thing, embrace it and switch colors around as much as you want during your session.

You probably don't want to wear it the whole time anyway for those snuggly, kissy pics with your partner.



DETAILS

Details on your articles of clothing are so inspiring to photograph and add more personality to the photo. Focusing on the feminine and sexy dropped back is beautiful and then add in your partner wrapping his arms around you bare back makes for a sweet and emotional embrace.

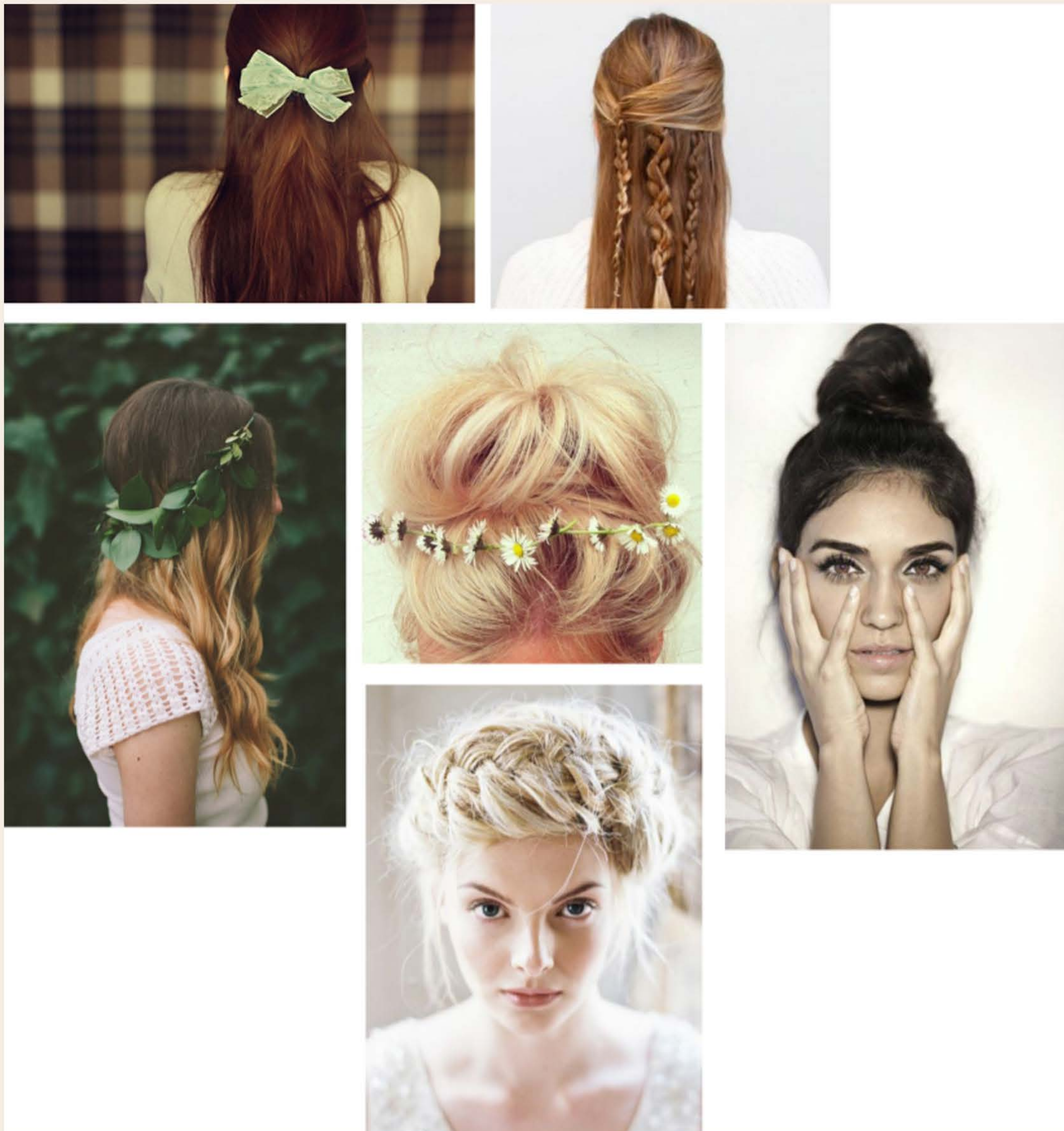


H A I R

It's no secret that I love the messy, bohemian look, but that's not for everyone and that's okay!

Embrace little accessories of flowers in your hair, hair wreaths, braids, or even a basic top knot for part of the time or the whole session.

Mixing your hair up can give you a variety of looks and even help you figure out what you like best photographed on yourself for preparation for your formals/wedding day.



A C C E S S O R I E S

Two things:

First, her rings bring out an added dimension and interest with the colors and different shapes.

Second, her oversized sweater would normally look plain but with the texture and subtle colors, it perfectly creates a 'finished' look.

