

# Wardrobe Guide



INTIMATE



ARTFUL

*Chrissy Marie*

PHOTO CO

These aren't just photos - these are the works of art that you'll have framed in your home. Art you'll keep and share forever.

*How do you want your memories to represent you?*



# You are what you *Wear*

I've developed this wardrobe guide to help point you in the direction of what feels most like you for your session. It is not meant to dictate what you can or can't wear, but rather to help you find a vibe that you connect with.

*"Style is about being yourself."*

The photos and information in this guide help you to see what looks great in photos so that you can take that information and cater it to what feels best for you. I will never tell you that you are "too dressed up" or "not dressed up enough." With me, you get to come exactly as who you are.

That being said, quality and coordination of outfits are key to ensuring you have photos that you can look back on and feel really great about. I highly recommend taking some time to read through this guide with your love to find what feels best for you!









# What's in your *Closet?*

Try to start from a place of "What do I already have that makes me feel great and also would be amazing to look back on in photos?" Don't feel like this has to be completely casual OR completely dressy, and consider what we will be doing during the shoot - will we be taking a walk in the park? Splashing in the ocean? Will you have a more editorial, upscale vibe at a bar? Whatever your chosen location, dress for that!

Another thing to consider is the natural elements of your surroundings. Will it be windy? Pick out a flowy dress that will catch the breeze! Will we be walking through some tough terrain? Maybe pass on the heels. Will you be on the rocks at the beach? Plan for some bare feet and cuffed pants. If we are going to be somewhere you might sit where nature is a little messy, consider darker colors. It's important to be realistic about what you will be doing during your session and what that means for your wardrobe!

**It's absolutely ok to buy something new, too!**

If you find that you have a vibe you want to achieve in your photos, or if you prefer to dress up in celebration of a very special time in your life, DO IT! I absolutely adore when couples want to celebrate big. I'm here for it all and want to see you feeling your absolute BEST in your photos!







## *Timeless*

Consider pieces that you can imagine in the photos hanging on your walls forever - that will stay when fashion changes, when the colors of your walls change. Neutrals tend to elevate your photos, and another timeless measure is choosing clothes that highlight the favorite parts of yourselves, whether that be your body, your chemistry together, or representing this time in your lives.

## *Movement*

Movement is important for your photos - it helps to a story that we will tell through your images. Movement can be derived both from the actions and prompts during your session, as well as your outfits themselves. I recommend finding clothes you can feel good about moving around in, sitting in, walking in. They can be form-fitting or flowy, casual or dressy, as long as you have room to freely move and play during your session.

## *Personal*

Whatever you choose, just make sure it is reflection of who you are as a person and as a couple, and that it reflects all reflects your love in a way that you can admire for the lifetime you are starting together!







# What to *Avoid*

Avoid crisp or starched clothes that make you feel constricted.

Don't wear things that will make you feel self-conscious or uncomfortable, or that you can't bend or sit in.

Avoid sports/athletic wear, gym clothes or gym shoes (unless you plan to be barefoot).

If logos or branding are bigger than a quarter, try to look for something else without any branding or words on it, unless they are a deliberate part of the attire (ex: CK sports bra and panties for maternity).

Stay away from trendy patterned clothing or any bright or neon colors.



# Let's talk about *Color*...

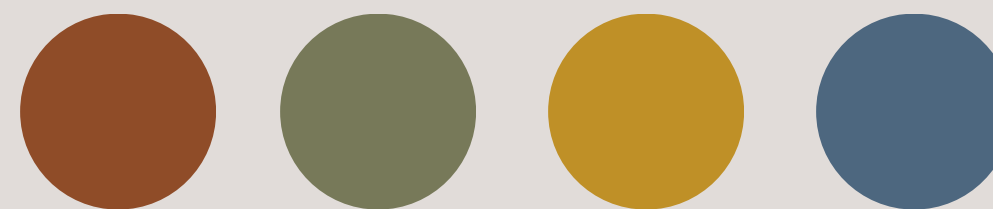
*Imagine all of your photos in black and white.*

You want them to have the same effect in color, with an emphasis and focus on you, your love and the emotions you are feeling in your color photos, as they will in black and white.

I always recommend neutrals that visually fit into the surroundings we are shooting in. You want to avoid any overly bright or bold colors and tones that distract from your environment and you. While you do want to stand out from your surroundings, it should still feel like you belong there.

That said, a pop of color can pair nicely with neutrals *if* you choose to add color. For example, if you do have a pop of color in the outfits, stick with just one color in addition to your neutrals. On the right are some recommended neutrals and colors!

## Soft Neutrals



## Pops of Color





# OUTFIT IDEAS for *the Ladies*

Flowy dresses are beautiful at any length. For a more fitted/elevated style dress, we love slit, off-shoulder and/or an open back. Tank tops, crop tops, or tees paired with denim.

Maternity clients, I always loveee to see the bare belly if you feel comfortable!

Statement pieces like a winter overcoat, wide-brim hats, cat eye sunglasses, jewelry or accessories are also welcome to elevate your look.

## Cosmetics & Footwear

We love a fancy shoe and bare feet equally! If you choose heels, be sure they suit the environment we will be in (no stilettos in grass), and if you go more casual, choose a timeless white sneaker.

Makeup should be as natural and complimentary to you as possible and should make sense with the scene/vibe.

Hair needs to move and flow! It's best worn down, or the most "you."





# OUTFIT IDEAS for *the Guys*

Coordinate with your partner based on style and vibe.

Henley or soft button-up shirt (long or short sleeved), textured sweater, v-neck tee or tee made of soft, breathable material.

Pants can be denim, black jeans, khakis, chinos, or dress pant/shorts. I personally love a black jeans + white tee combo.

Statement jackets such as bomber jackets and blazers are welcome. Consider winter overcoat for colder weather.

## Cosmetics & Footwear

Leather/suede boots or dress shoes, loafers, timeless sneakers (non-athletic), or barefoot are all recommended.

Try to wear your hair naturally or with limited product.



# LOCATION and *Season*

When you think about what clothes will look best for your shoot specifically, you want to take into account the location you are shooting at and the season you are shooting in.

Location can oftentimes dictate what the best colors and outfits are going to be, because the location is bringing its own vibe, colors and textures. Back to the artwork analogy from the first page, think about your location as a landscape canvas, and now we are going to be adding you and your love into the picture. How can we best have your outfits match the backdrop? For example, consider a tea length floor-length sundress for a dreamy garden picnic or a fitted dress with an overcoat, heels and cat-eye sunglasses for an upscale city vibe.

Second, take the season into account.

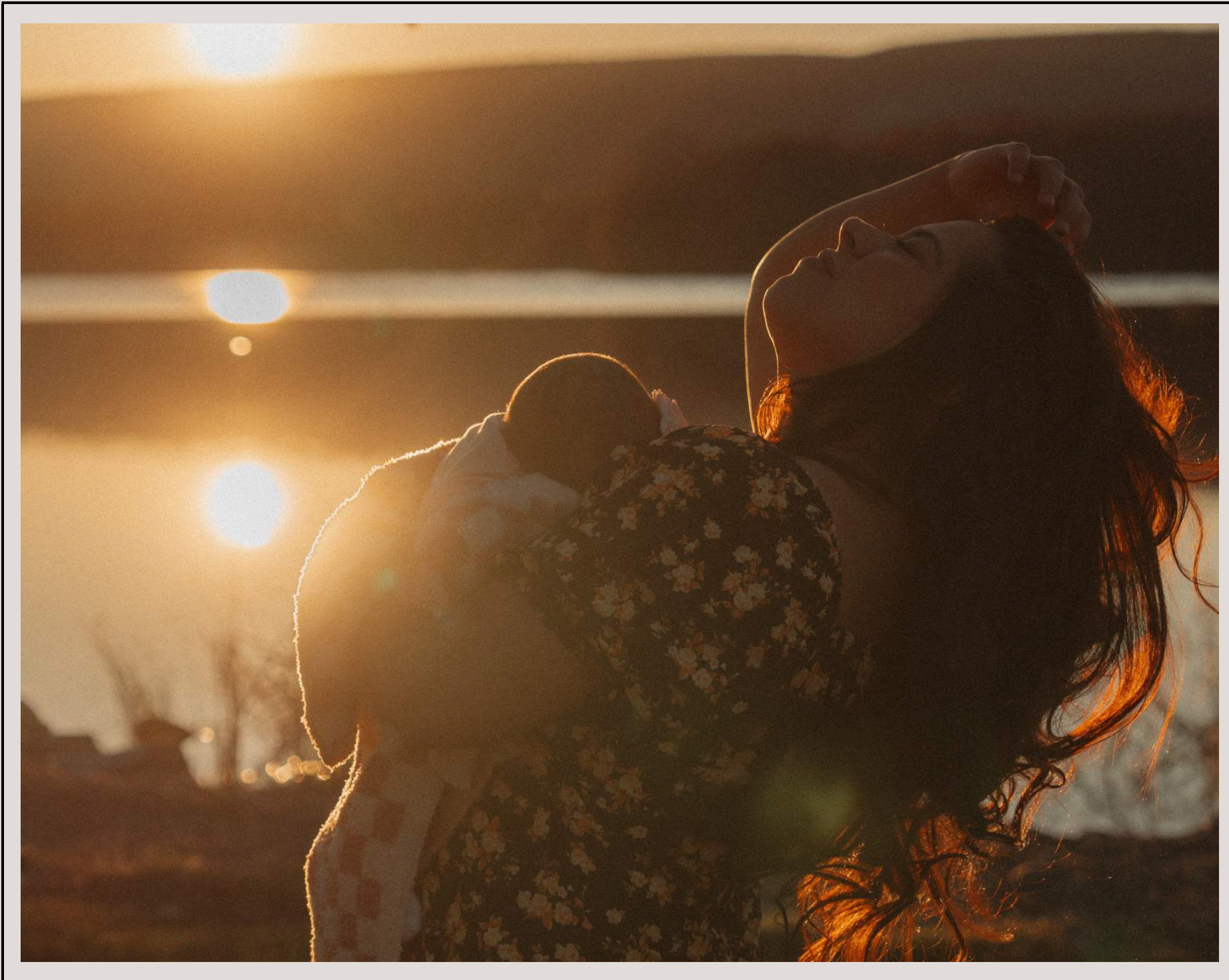
It sounds like common sense, but plan to wear season-appropriate wardrobe. You don't want to wear a short, sleeveless dress in the winter without a coat, and you don't want to wear a sweater to the beach in the summer (based on real-life events). You can make any outfit seasonally appropriate with options to add or remove layers for indoor/outdoor changes and unexpected conditions. A hair scarf or umbrella can be a cute touch to a rainy or snowy day, whereas a shoulder-baring cardigan can be added or removed at the beach.

You also want to consider the colors of your environment.

Something most don't consider is the surrounding colors. Light colors will pick up the tint of the colors around them in the photos. Are we taking photos on the beach where it's very neutral? Any color will do and light neutrals are very classy. For location like a bar or restaurant with lots of bold paint colors or an open field with a ton of greenery, I recommend darker or non-white selections.







# FINAL *Notes*

## Wardrobe Change

We love a wardrobe change! Sometimes a second option can completely elevate the mood and vibe. I love incorporating a 2nd outfit into your session, especially if you are unsure if you are leaning more towards casual vs dressy.

## Send me your ideas

I'm super happy to bounce ideas with you and be a sounding board for your session outfit ideas. Share inspo via instagram and Pinterest, or text me. We can also have a shared folder to drop ideas.

## Follow my socials

Find me on Instagram and Pinterest to see the outfits of past clients and how that vibes with your vision.

Instagram: @chrissymariephoto.co

Pinterest: @chrissymariephotoco

## Enjoy this process

It might feel more stressful than exciting when trying to determine what to wear, but trust me - you are going to look incredible. Let's use this time to get pumped about turning your vision into art.



