

what to wear

STYLE GUIDE



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hey there!

Hey there! I'm Sidney, a portrait and wedding photographer based in Athens, Georgia. I'm passionate about what I do and love creating and capturing genuine, candid moments. I'm there to capture the joy, laughter, emotion and beauty of your family. I love to make my shine in their photos with soft light and neutral colors.

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One of the most common questions I get asked during the planning stages with my clients is "What should we wear?" Advice on what to wear on your photo shoot has changed over the years. No longer are white shirts and jeans on everyone the trend. I am more than happy to discuss your clothing choices, help you narrow down your decision or give you a direction to focus on as well as make sure that your clothing coordinates well with the locations chosen for your photo shoot!

#1 Choose your palette first.

Pick a palette of 3-4 colors. Let this be your starting place. Think in terms of tones: blue tones, earth tones, neutrals, pastels, etc. Everyone in the family can express their own sense of style within the chosen color palette, and the whole group will coordinate beautifully. Lighter colors tend to photograph better with my style of editing.

#2 Don't match. Coordinate.

Now this doesn't mean everyone has to 100% match with khaki pants or jeans and a white shirt! You want to complement each other's outfits by choosing colors that work well together. I find that if everyone is wearing the same clothing, people will all tend to blend in together and there won't be too much pop and life to the images.



#3 Use muted colors.

Muted tones look beautiful together in a family pictures. When picking patterns, choose smaller ones that won't pull attention away from the main subjects, and only put one person in a pattern. When thinking about texture, choose different ones that will give photos some interest such as lace, corduroy, denim, and knits."



#4 Layering

One of my favorite “tips” for clothing choices! In the Summer months, this may be more difficult to pull off but during all of the other seasons, definitely layer your outfits. Not only will it provide more visual interest in each photo but it will also allow a lot more variety in your shots and poses. Have a ton of images of yourself in just your dress or cute top and jeans? Throw on a little sweater or jacket and a hat and you have entirely different look.

#5 Fit your style to your location.

Always keep your session location in mind when choosing your outfit. If your session is happening in a city setting, dress up a bit with a pair of cute heels and a fancier dress than you’d normally wear to match the bustling vibe of the city. If you’ve selected a more natural environment, choose something a bit more casual such as a maxi dress and opt for casual footwear like flat sandals or boots

#6 Keep make up natural.

You will want to avoid using very heavy makeup, but a bit of color on your lips, eyes, and cheeks will help bring you to life in photos. Be sure to bring some lip gloss with you as well for touch ups as there may be lots of smooches in store from your partner and little ones!

#7 Be timeless

For some fashionista's, this may be a difficult concept, however you are going to want these images to stand the test of time. Pick outfits that aren't considered too trendy, but will be able to be enjoyed and displayed for many years to come.

#8 Plan ahead

Make sure you have given yourself enough time to think about all of the details of your session. Plan ahead so that #1 you can truly think about your photos and everything you want out of the session, #2 you aren't rushing and stressing out right before your session, and #3 if you have decided to go for a new look for your session or someone gets a bad haircut, you still have time to fix things if you need to.

#7 Outfit changes

If time allows it, bring another set of outfits. Again, you will get a lot more variety in your shots so why not capitalize on the opportunity and get the most bang for your buck!

#8 Shop at the same store.

Make coordinating family photo outfits easy by shopping at the same store or brand. It's especially helpful when there are multiple children to dress. Just this spring, I found a dress for myself and then immediately went shopping at Baby Gap to find an outfit for Shep that matched. The colors not only coordinated with my dress but coordinated with each other as well.

#9 Accessorize!

Accessories give your photographs that needed punch! They lend pops of color, personality, and interest. Everybody wears them well and they work for all ages.

Your future memories are the most important thing to me, and I want your session to be a time for you to just be yourselves and enjoy it. Have fun together. Laugh a lot.

And I'll take care of the rest!

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FAMILY SESSION

checklist

- ☐ SET DATE, TIME AND LOCATION
- ☐ REVIEW GUIDE FOR STYLE TIPS
- ☐ CHOOSE YOUR OUTFITS
- ☐ PACK A BAG WITH:
 - ☐ Flats for walking between photo spots
 - ☐ Second outfit (if you are doing two)
 - ☐ Touch-up makeup
 - ☐ Water bottle (for warmer sessions)
 - ☐ Coat for cover-up (for colder sessions)
 - ☐ Snacks for little ones

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PHOTOGRAPHY

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