

BY JOEY

20

//

21



STYLE GUIDE

everything you need to know including all the
peices in the client closet



INTRO

The number one question I get asked is, what on earth should I wear to my shoot?! The short answer – anything you want... long answer – some things photograph better than others. If you want to have a better idea of what to wear then keep on reading.

Now before I get into details, let me just preface this by saying that you can absolutely 100% wear whatever the heck you want! I'm not going to tell you that you have to wear this or that. Nope not at all. These are your photos and should be a representation of you, so if you already have an idea of what you want to wear, that's amazing. However, for the rest of you, it can be helpful to have some guidance as what you wear can significantly affect the look and feel of the photos.

NEUTRALS

My number one suggestion is to wear neutrals. I'd consider this browns, beiges, earthy oranges, pale pink, khaki green and white (however I do have a few things to say about white in a minute). As my style of photography is quite natural, I find that earthy tones and hues better integrate into my work and better reflect the natural style I tend to have. As a general rule, I often say be wary of patterns as they can sometimes be too much, however there are definitely some gorgeous patterned pieces out there that photograph beautifully. If you are unsure, you can always send me a pic for advice. Now back to white! The main thing I'd have to say here is, don't overdo it. People tend to assume that dressing everyone in white can look good, but personally I find it a bit outdated and can wash out everyone in the photos. Have maybe one or two of you in some white but don't feel like you have to dress everyone in it.



LADIES

Ladies, make sure you pick an outfit that you feel confident and yourself in. whether that be a long flowy linen number, or a pair of cool jeans and a plain t-shirt. Don't think you have to wear a dress. Like I said, jeans are great or even some nice pants, a pair of overalls or a cozy chunky knit. Whatever feels most you, go with that. as a little tip, pick your outfit first and then the rest of the families' or partner of that. It's probably the easiest way to start. Oh and if you are for it, bring a hat! Hat's always look amazing in photos – whether it be on you, your partner or your little one's.





KIDS

As for kids, keep it simple. I prefer kids in plain block colours, but it's completely up to you. Anything neutral and simple is a win for kids. If you are wanting some kids clothing brands that are great for shoots, I've put together a little list for you:

Elvis and Stormy

By Billie

Marlow and Mae

Lupa and Sol

Summer and Storm

Pip and Lenny

MEN

Now men are by far the easiest (surprise surprise). As a general rule, all men look good in a plain linen shirt. Roll the sleeves up, pair it with a pair of jeans or chinos, and you're good to go! Otherwise a plain tee looks just as good. One thing though – please please avoid logos on men's tees! In fact, logos on anyone's outfit. It can be distracting in photos and just doesn't look as great.



NEWBORN

If you have a newborn shoot, a lot of the above tips are the same (e.g. neutrals etc.), except that the pattern situation is a little different as you'll often want to use a beautiful patterned swaddle. I will actually also bring a bunch of swaddles and blankets you can use too. I will say though, that although we will definitely get some swaddles shots, I personally prefer a newborn in a little set. There are some incredibly gorgeous sets and one-pieces you can get and I even have a few you can use. Think adorable little knitted jumper and pants or a some teeny-tiny overalls. So damn cute. As for headwear, some can look a bit over the top. A simple headband will do if you want them to wear something, or beanies are my favourite.



Summary

the main tips...



01.

WEAR NEUTRAL AND
EARTHY TONES

02.

DON'T GO CRAZY
WITH PATTERNS

03.

AVOID LOGOS

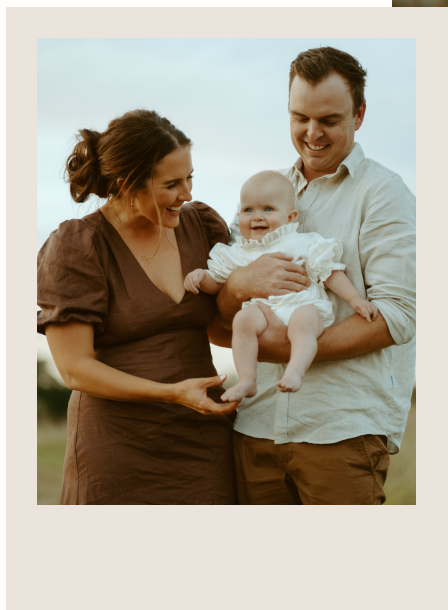
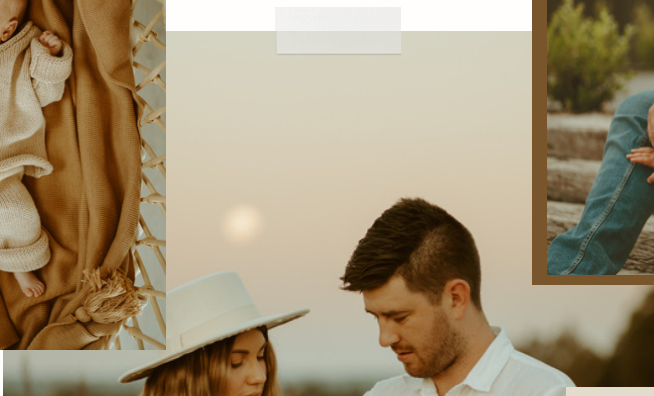
04.

DON'T DRESS
EVERYONE IN WHITE

05.

WEAR WHAT YOU
FEEL COMFORTABLE
& CONFIDENT IN

INSPO...



CLIENT

CLOSET

photos coming soon...