



## HOLIDAY STYLE GUIDE



# YOUR WARDROBE *matters...*

**You are investing in a high quality photography experience which means throwing together outfits that match from your closet at the last minute just won't do your session justice.**

Your wardrobe selections should be well-thought out and crafted together so it can enhance your session experience and vision as well as bring out everyone's personalities. Your wardrobe will be determined by your answers to the client questionnaire, color palette, location, and my professional opinion.



# COLOR PALETTES + LOCATIONS

Contrary to belief and horrendous, outdated ways you don't want to dress everyone in the same color. Kiss those matching buffalo plaid shirts goodbye. Seriously go ahead and burn them at your next family BBQ.

Rather than trying to match one color, opt for a color palette instead. Your color palette should include 4-5 colors. You want to pick these according to tones instead of just colors. Examples of tones can include earth tones, pastels, etc. If you already know your location, pay close attention to the colors represented there.



*Palette #1*  
**NEUTRALS**



*Palette #2*  
**CLASSIC CHRISTMAS**



*Palette #3*  
**FESTIVE EMERALDS**



*Palette #4*  
**HOLIDAY GLAM**

# Styling Tips

If the question of "What to Wear" is weighing heavy on your mind, here are some tips to get you started in the right direction. Please, let me know if you would like to help me further narrow down your list of ideas.

## COORDINATE

THE DAYS OF MATCHY MATCHY FAMILY PHOTOS ARE FINALLY BEHIND US, YAY! INSTEAD, CHOOSE A COORDINATING PALETTE OF 3-4 COLORS AND DRESS YOUR FAMILY IN SHADES OF THAT PALETTE. MOST FAMILIES START WITH THE MOTHER'S OUTFIT AND BUILD THE FAMILY'S ENSEMBLE AROUND THAT. I FIND THAT PINTEREST IS A GREAT RESOURCE FOR CHOOSING COMPLEMENTARY COLORS!

## TEXTURE VS. PATTERN

PATTERNS ARE BEAUTIFUL, WE ALL LOVE PATTERNS, BUT IT CAN BE DIFFICULT TO COORDINATE A VARIETY OF PATTERNS. INSTEAD, CHOOSE A SINGLE PATTERN AND MIX IN VARIOUS TEXTURES. KNITS, LEATHERS, AND LACY ARE JUST A FEW EXAMPLES OF SUBTLE PATTERN WITHIN TEXTURES.

## ACCESSORIES

ADDING ACCESSORIES IS AN EASY WAY TO SHOW OFF INDIVIDUAL PERSONALITY WITHIN A COORDINATED SET OF OUTFITS. CHOOSE YOUR OWN SCARVES, HATS, BELTS, WRAPS, TIES AND/OR JEWELRY.

## DON'T FORGET YOUR FEET

TOO OFTEN MY CLIENTS SPEND COUNTLESS HOURS PLANNING THE PERFECT COORDINATING WARDROBE ONLY TO FORGET THEIR FEET WILL ALSO BE A PART OF THESE PHOTOS. DON'T FORGET TO FIND NEUTRAL SEASON APPROPRIATE SHOES. IN THE WINTER, BOOTS, SLIDES, AND LOAFERS FOR THE GUYS. PLEASE LEAVE THE NEON NIKE KICKS FOR GYM CLASS.

## COLOR POPS

KEEP THINGS MAINLY NEUTRAL WITH POPS OF COLOR. FOR EXAMPLE, CHOOSE MAINLY KHAKI, GRAYS, BROWNS, CREAMS OR IVORIES - WITH SHOTS OF RUST OR GREEN OR NAVY. STEER CLEAR OF BRIGHTS OR NEONS AS THEY DO NOT TEND TO PHOTOGRAPHY AS WELL AND OFTEN CAST UNFLATTERING COLORS ON VARIOUS SKIN TONES.

## THINK COMFY

IT'S IMPORTANT TO CONSIDER COLORS AND TEXTURES WHEN CHOOSING WHAT TO WEAR TO A FAMILY SESSION. BUT, THE MOST IMPORTANT TIP I CAN OFFER IS TO BE SURE THAT EVERYONE IS COMFORTABLE. YOU AND YOUR FAMILY ARE GOING TO FEEL THE MOST AT EASE IF YOU ARE COMFORTABLE IN YOUR CLOTHING. CHOOSE TO BE STYLISH AND PRACTICAL AT THE SAME TIME. KEEP IN MIND THAT WE WILL BE WALKING, SITTING, POSSIBLY CLIMBING, JUMPING, AND/OR SPINNING AT YOUR SESSION!



# For Her

## SAY YES TO THE DRESS

DRESSES AND SKIRTS LOOK MOST STUNNING BECAUSE THEY REALLY FLATTER EVERY FEMALE BODY, ESPECIALLY ON CAMERA! LONG, FULL LENGTH FLOWY DRESSES AND SKIRTS LOOK AMAZING ON CAMERA BECAUSE THEY CAN BRING EXTRA MOVEMENT TO THE PHOTO. CONSIDER SOFTER FABRICS LIKE TULLE OR CHIFFON.

\*CHECK OUT THE CLIENT CLOSET FOR SOME FABULOUS DRESS OPTIONS!\*

## FLATTER YOUR FEATURES

CHOOSING A FLATTERING SILHOUETTES AND COLORS THAT COMPLEMENT YOUR NATURAL FEATURES IS THE BEST WAY TO ENSURE YOU'LL LOVE THE WAY YOU LOOK IN YOUR PHOTOS. REMEMBER, HEELS/WEDGES ENLONGATE YOUR LEGS AND MAKE THEM LOOK FABULOUS!

## MAKE A STATEMENT

PAIRING AN ACCESSORY OR TWO WITH YOUR OUTFIT CAN REALLY HELP BRING SOME EXTRA DIMENSION AND POP TO YOUR IMAGES. TRY A STATEMENT NECKLACE, EARRINGS, OR A FLOWER CROWN FOR FUN!

## TREAT YOURSELF

THIS IS A GREAT TIME TO TREAT YOURSELF AND GO PRO! PAMPER YOURSELF BY GETTING YOUR NAILS, HAIR, AND MAKE UP DONE PROFESSIONALLY. IT MAKES YOU FEEL FABULOUS AND OF COURSE LOOKS FANTASTIC ON CAMERA.

# For Him

## FIND THE BEST FIT

LONG, FITTED PANTS AND CLOSE TOED SHOES ARE THE MOST SOPHISTICATED AND MASCULINE LOOKS FOR MEN. THEY DRAW ATTENTION AWAY FROM HIS LEGS AND FEET AND PLACE IT WHERE YOU WANT IT; ON HIS HANDSOME FACE! FOR YOUR SESSION, IT'S BEST TO LEAVE THE SHORTS, SANDALS, SNEAKERS, AND LOOSE-FITTING PANTS AT HOME.

## BRING IN LAYERS

LAYERS ON MEN LOOK GREAT ON CAMERA, EVEN WHEN IT'S HOT OUTSIDE. TRUST ME WHEN I SAY IT'S WORTH THE HOUR OR TWO OF DISCOMFORT FOR PHOTOS THAT WILL LAST YOU BOTH A LIFETIME! BLAZERS, VESTS, AND COATS UP THE LEVEL OF ANY LOOK AND WILL BRING EXTRA DIMENSION TO YOUR PHOTOS.

## DON'T FORGET THE DETAILS

TIES, BOWTIES, POCKET SQUARES, COLORED SOCKS, SUSPENDER, AND WATCHES ARE SHARP COMPLIMENTS TO ANY OUTFIT FOR MEN. ALTHOUGH SMALL, THEY ADD GREAT POPS OF CLASS TO YOUR PHOTOS.

## MIX IT UP

MANY OF MY GUYS LOVE TO MIX A COAT, BLAZER OR SPORT COAT WITH A DIFFERENT PANT COLOR. IT ADDS SOME EXTRA VISUAL INTEREST AND HELPS BREAK UP THE COLOR TONES.

## LEAVE IT AT HOME

UNLESS IT'S ABSOLUTELY NON-NEGOTIABLE, LEAVE SUNGLASSES, BASEBALL HATS, AND THE SWOOSHES AT HOME. THERE ARE ALWAYS PLENTY OF CANDID PHOTOS TO BE TAKEN WITH THESE ON, BUT FAMILY PHOTOS SHOULD BE A TIMELESS LOOK INTO YOUR FAMILY.



# for The Kids

## DRESSY OVER CASUAL

I ALWAYS SUGGEST DRESSING THE LITTLE ONES IN SOMETHING MORE DRESSY INSTEAD OF THEIR CASUAL PLAY WEAR. DRESSY CLOTHES, EVEN ON KIDS, WILL AUTOMATICALLY MAKE YOUR PHOTOS STAND OUT! IN ADDITION, CHOOSE CLASSIC STYLES THAT WILL TRANSCEND TRENDS. SOME GREAT PLACES TO LOOK FOR UNIQUE, BEAUTIFUL OUTFITS ARE H&M, OLD NAVY, JOYFOLIE, AND BAILEY'S BLOSSOMS. REMEMBER, THERE IS NO SUCH THING AS "TOO DRESSED UP" FOR YOUR FAMILY PORTRAITS, SO HAVE SOME FUN!

## THINK LIKE ADULTS

I KNOW THEY MAY BE LITTLE, BUT MANY OF THE TIPS FOR HER & FOR HIM STILL APPLY TO THE KIDS. (IF YOURS ARE ANYTHING LIKE MINE, THEY'RE BASICALLY 3 GOING ON 30 ANYWAY, RIGHT?!) MAYBE ADD A FUN FLOWER CROWN OR A BOW FOR AN EXTRA POP OF FANCY. FOR THE BOYS, LAYERS ARE ADORABLE! AND DON'T FORGET ABOUT CUTE DETAILS LIKE SUSPENDERS OR A FUN BOW TIE!



# Client Closet

When you book a \*full\* session with me, you get access to my client closet.

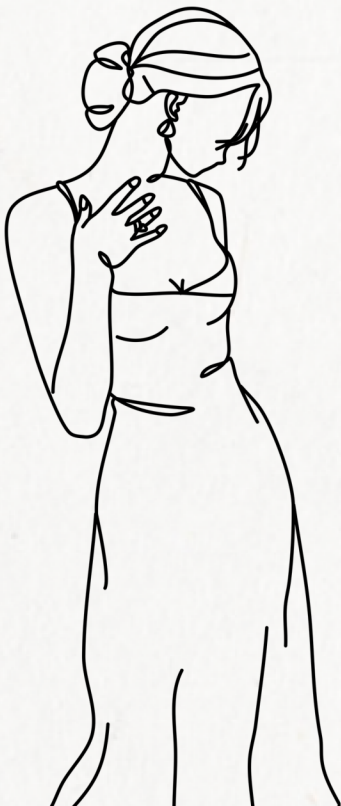
This closet is full of hand selected pieces in various sizes. I like to always start by styling mama before anyone else as you rarely get to be first at anything. There is a link to view everything I have to offer as of now.

[VIEW THE CLIENT CLOSET](#)



## recommended shops

Here are some amazing shop/ boutiques recommendations for your photoshoot



- ✓ **Baltic Born**
- ✓ **Joyfolie**
- ✓ **Bailey's Blossoms**
- ✓ **Old Navy/Gap**
- ✓ **Janie & Jack**

**CHECK OUT MY HOLIDAY OUTFIT**  
**AMAZON RECOMMENDATIONS**