

How to Choose
YOUR OUTFITS
Couples Edition



A step-by-step clothing guide
to level up your photo session.

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PHOTOGRAPHY

Introduction

First of all, THANK YOU for choosing to book with me. I am so grateful you are trusting me with your photoshoot. This guide will outline the tips and tricks I have learned during my photography career that will help you decide what to wear for your photography session.



important tip

This guide is just that, a GUIDE. It is okay to stray away from these 'rules' if you have something in mind that better fits your personality.

You and I both want your photography session to have stunning results! Clothing and accessories are a large part of what makes a photo go from good to gold!

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A General Guide

1. **Color.** Wear complementary color tones instead of everyone wearing the same color or patterns. It is best to stick with solid, muted, or neutral colors.
2. **Patterns.** If you want patterns, mix and match patterns with solids (ex. – 1 pattern for every 2 solids). Avoid tight patterns, like pinstripes or tiny dots (can mess camera processes).
3. **Dress Code.** It is okay to be comfortable! But avoid being too casual. It is always better to dress up than dress down.
4. **Keep it Simple.** Keep accessories and jewelry simple. Avoid logos that distract from the subject.



What you wear will depend on the time of year, the setting, the occasion, and ultimately your unique personality.

Steps to Choosing Color

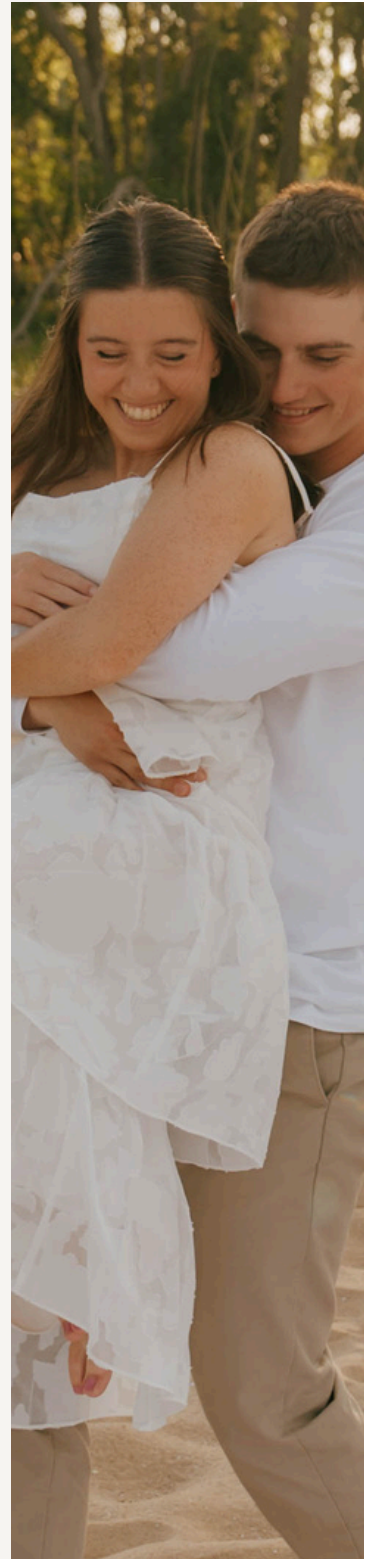
1. **Pick a main color.** Choose one main color for groups of three or less and two colors for larger groups. Use neutrals (tan, cream, navy, grays, browns) to fill in the gaps.
2. **Coordinate, but do not match perfectly.** If one person is wearing a blue sweater, make sure the other person is not. Contrast is needed so the subjects don't blend together. I often break this rule when couples wear neutrals (ex. white tops).
3. **Color Palette.** A good way to choose colors is to choose complementary colors from the color wheel or color palettes. For example, here is one color palette combination that works well: emerald green, navy, tan, cream.
4. **Look at your home for inspiration.** Since you will likely hang up the session photos in your home, you will want to consider coordinating with the color scheme of your space.



Women

Top Tips

1. **Neckline.** Modest necklines look elegant and professional. V-necks usually give off a more casual vibe. Round necks bring the attention back toward the eyes.
2. **Dresses.** Dresses always look fabulous in a photoshoot! They flatter the female body and create movement. If dresses aren't your thing, that is okay too! Wear something that you feel comfortable and confident in. Remember, there is no such thing as "too dressed up" in a portrait session.
3. **Sleeves:** Three-quarter length, long, or even short sleeves create a slimming effect on camera. Skinny straps or strapless dresses, however, generally have the opposite effect.



Men

Top Tips

1. **Long Pants.** Long, fitted pants and closed-toed shoes are the best options for a photoshoot. They are masculine and sophisticated and look amazing on camera.
2. **Layered Looks.** Have you ever noticed male mannequins in stores are often wearing layers? Adding layers, like a suitcoat or sweater, will bring extra dimension and visual interest to your images.
3. **Dress Up, Not Down.** You can never go wrong with a classic button-up, collared shirt. However, more casual can look good too if the clothing item is simple with **no logos**.



important tip

Do not forget to
iron your clothes!

A Guide for Couples

With only two people, there is more freedom when choosing your outfits. While following the general guide rules (page 3) and considering the general rules for women (page 5) and men (page 6), there are some additional tips/rules to keep in mind.

Wear complimentary colors, without matching exactly. Classic colors, like cool colors, neutrals, and pastels, keep the attention on your face instead of the outfit. Don't be afraid to dress in layers and/or have one person wear a pattern.



important tip

Although you may love that bright pink maxi skirt, it is probably best to leave it at home. Aim for a timeless and classy look that will not go out of style in a few years.

Examples of Outfits that Work...



1. **Neutrals.** This couple is wearing the same color scheme, blues, tans, whites. The black pants provide contrast, but they don't clash.



2. **Bright Contrast.** This couple opted to have one bright outfit and one neutral which balance each other out. The jacket layer and scarf add to the interest of the outfit.



3. **Dress Up!** This couple chose a slightly more formal look, starting with the bright dress. Although sometimes bright colors can be distracting, this dress has black and white mixed in which complements the male's outfit perfectly.

Dressing for the Season

1.

Winter.

- Dress for the weather!
- Bring layers including hats, gloves, nice coats, etc.
- Since the colors of winter backgrounds are muted, break out some fun colors...reds, greens, purples, and blues.
- Textures like wool, corduroy, knit, and velvet work great.



2.

Spring.

- Dress in layers. Bring a sweater or jacket along for layers and warmth if needed.
- Lighter colors and neutrals generally look the best.
- Simple floral patterns always look great in the spring and summer months.



Dressing for the Season

3. **Summer.**

- Dress in light materials.
- Simple floral patterns always look great in the spring and summer months.
- Typically, lighter colors look better than dark colors.
- Undershirts (if applicable) keep the sweat stains away longer.



4. **Fall.**

- Lighter colors and neutrals generally look the best.
- Accessorize with scarves, hats, and vests! The layers look great on camera.
- Since backgrounds will be warm yellows and oranges, think about what will complement...warm colors, greens, blues, pinks, and neutrals.



Some of my faves!



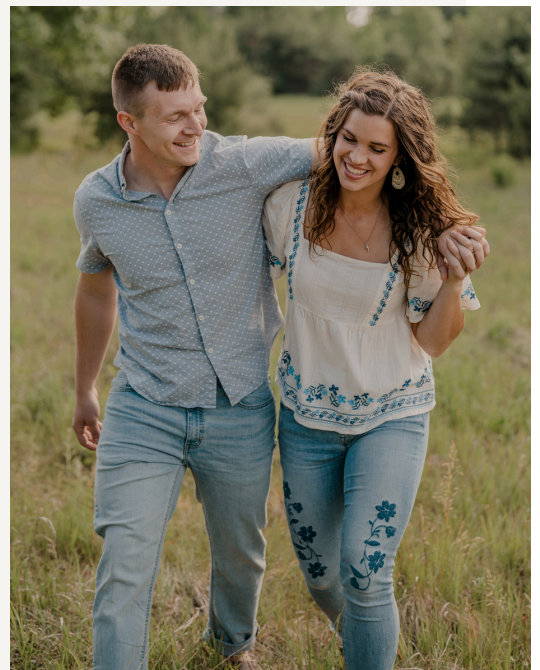
Light washed jeans and
white tees!



Overalls and stripes!
Bold but it WORKS!



All solids!



Love this vibe!

Conclusion and Next Steps

Hopefully, after reading this you have a better understanding of the "rules of photoshoot outfits" and inspiration for choosing yours!

Feel free to contact me if you have any more questions about your photoshoot or what outfits to wear.

Before you go, don't forget that this guide is just that, a GUIDE. It is ok to stray away from these 'rules' if you have something in mind that better fits your personality.



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Thank you!
