

PHOTOSHOOT GUIDELINES

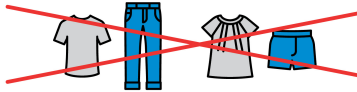
CHOOSE YOUR PALETTE FIRST.

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.



DON'T MATCH. COORDINATE.

I tell my clients they need to coordinate, not match, when they are deciding what to wear for photos. I tell them to start with the youngest and pull colors from their outfit to dress and layer everyone else. Layering can make a huge difference in tying in all the colors. If they still need help, I will put together a fashion board of outfit examples and let them know where to find the items.



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.



DRESS UP.

Don't be afraid to dress up in formal clothes, especially for an engagement session. It's not only fun, but it's something different than the everyday and professional photographs can definitely be considered a special occasion!



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.

