

STYLE GUIDE

What do we wear?



jbc photo



STAYING TRUE TO YOU

It's the most important

You should look and feel like yourself. Unless you're going for a styled shoot with a specific look - don't start obsessing over outfits you probably wouldn't wear normally.

As you read over the next few tips on how to pick the best outfits for YOUR session - keep in mind that everything you need may be already in your closet!





→ WHERE TO START?

being comfortable is everything

Would you feel more relaxed in your favorite t-shirt and jeans or a new fitted black dress? It's generally better to choose something familiar, something that you know fits well and complements your body. Now that's not to say you can't go out and buy new fun clothes for your photoshoot, or dress it up a little more! You definitely can. Just be sure to find clothing that helps you feel confident and genuine at the same time! And from experience, I can tell you that if you're not comfortable in an outfit - it *will* show in your face!



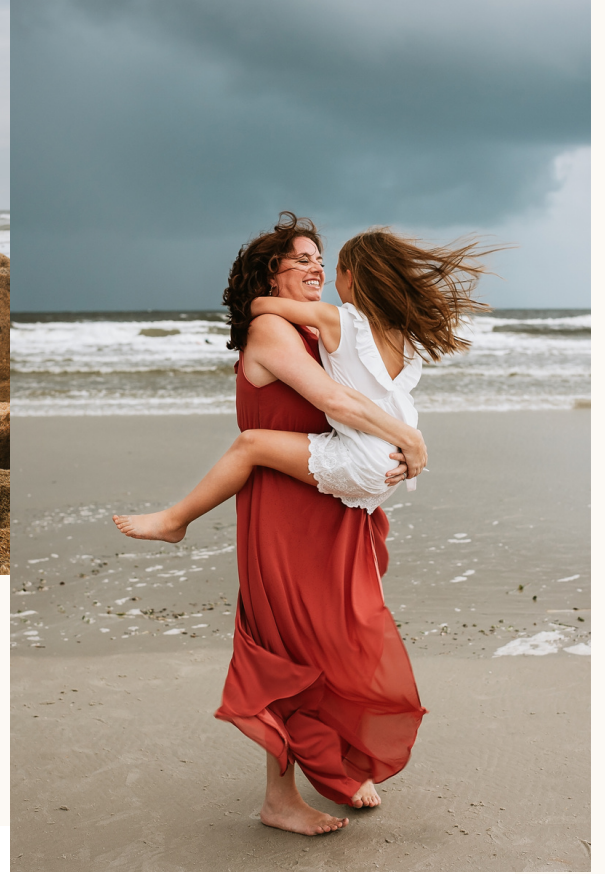
In order to authentically capture you wherever you are, consider your surroundings and dress accordingly. For example - if your session is at your home, choose casual linens w/socks over an evening dress and heels!

In some instances, doing the exact opposite of this can create a beautiful contrast - and the results are stunning! Depends on your vision

LOCATION & SEASON

Is it summer time, or the dead of Winter? Don't choose a bright array of spring colors if your photos are happening in the middle of Fall - and don't throw on a ton of layers if you're doing photos in 100 degree heat. It's just good common sense!





texture & movement

Pick fabrics that move and flow with you. Natural material like linen, cotton, or wool are amazing.



COLORS

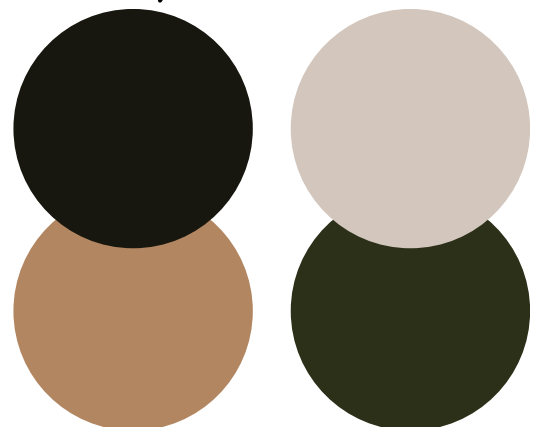
complementary...

These colors, the ones that look incredible together, are called complementary colors. They complement each other and create a visual harmony. They're salt and pepper, T.Swift & Travis Kelce, peanut butter and jelly. Complementary colors sit across from one another on the color wheel (i.e. blue and orange, red and green, yellow and purple).

Above & below are some examples that show us how complementary colors do special things for the big picture.



example



COLORS

continued

There are several ways you can approach the color palette to your outfits. The safest choice is to go with neutrals and earthy tones. These colors complement the outdoor environment almost anywhere you go. **And typically work best with my style of editing**



A GREAT RULE OF THUMB IS TO CHOOSE TO EITHER COMPLEMENT YOUR NATURAL ENVIRONMENT OR CONTRAST IT.



Earth tones can include pops of color too! This mustard yellow works flawlessly against the dark green background. It all depends on what you like best.

bright contrast

COLORS

examples



Bright & Bold



Neutrals &
Earth Tones

For families it's best to keep your color scheme limited to four colors. You can choose one person to wear a feature color and have everyone else's outfits complement that.

TO MATCH OR NOT TO MATCH



In order for the aesthetics of your photograph to really sing, you want to find complementary outfits that showcase a variety of colors, textures, accessories, patterns, and tones. Complement the other people in the photograph as well as your surroundings. The idea is to have everything look good together without everything looking the same.

however...

...intentional matching can work if done right!
Here are a few examples...



prints & patterns

Avoid large bold patterns as they often dominate the photograph and detract attention from your beautiful face.

Usually, subtle smaller patterns work best. Flannels or a light floral print are great when they complement the location. But less is definitely more with this one, try to limit yourself to one pattern at a time. Matching patterns is a tricky task.

If you're not quite sure what category your patterned clothes fall into, shoot me an email or send me a text and I'll be happy to weigh in.



accessories

While we want the main focus to be on YOU and your family, sometimes adding some flare can really make the images pop with detail! Don't worry, you're not required to wear 15 pieces of flare for your shoot....

But a hat, headband, suspenders or scarf are great accents to any outfit! (Depending on the season and location of course)



shoes

You've come all this way - don't stop now! :)

First, consider what you'd normally wear if I wasn't following you around with a camera. Do you normally wear heels? Then great! You'll be comfortable adding that type of shoe to your look if it calls for it. However if heels are just dust collectors for you in the closet please don't attempt to wear them to the shoot! You're just setting yourself up for disaster.

Like all other aspects of the look, think about your surroundings and season. Being barefoot makes sense on the beach, and boots are beautiful in the mountains. Sneakers can add a fun touch of personality if they're not sportin' big checks and other brand logos, and choose sandals over flip flops each time.



LET'S RECAP

- Be COMFORTABLE!
- Be yourself.
- Dress for the season.
- Dress for the location.
- Complement, don't match (unless you're doing this intentionally)
- Natural earth tones look best in most settings.
- Avoid large prints, logos, and patterns (unless it helps tell your story).
- Throw some accessories like a hat or denim jacket into your bag.

that's all folks!