

STYLE GUIDE

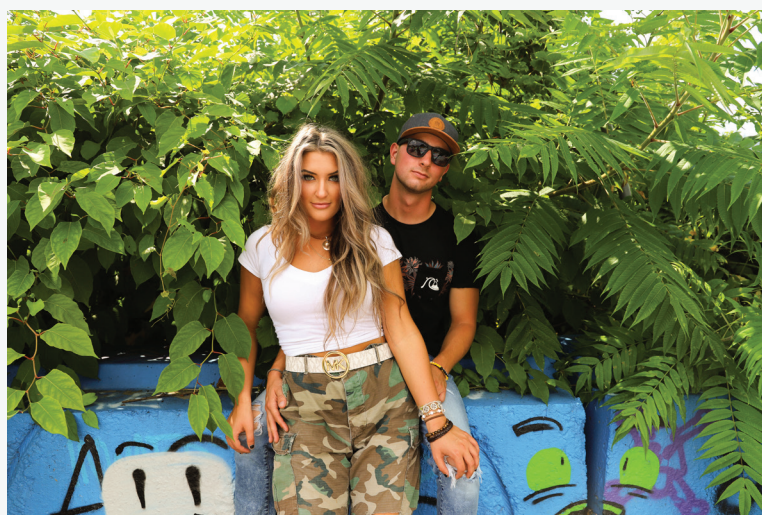
FOR THE PHOTO SHOOT

Hi guys! Recently I have been doing quite a bit of advising about outfit choice, so I figured a simple style guide might be helpful. I want you to love your photos, so here are a few of my top suggestions to guide you to the most gorgeous photos where you look and feel great.

1 Comfort & confidence are two key factors in a great, successful photo shoot. Try to avoid wearing clothes that feel too snug or too loose. If you aren't 100% comfortable in your outfit, it will show. Whatever you decide to wear, you need to feel confident in it.

2 If you have chosen to do an outfit change, I always suggest wearing two completely different outfits. For example, wearing a dress for some photos and wearing jeans for the others.

3 For couple photos, coordination is key! Avoid the matchy matchy look. It can really take away from your photos and make you look like you are wearing uniforms. What I suggest is one person wear dark on top & light on bottom, & the other person wear dark on bottom & light on top. You could also choose for one person to wear printed fabrics while the other wears solid. These tips help you to stand out from each other and make for beautiful contrast in photos.



4 Now the fun part! Layers & details. Layered clothes for photos add so much character. For example, a tank top peeking out from under your sweater, or cable knit socks showing above your boots. Jewelry can also be your best friend, so definitely consider it when getting ready for our photo fun.

5 Choosing colors. This is completely just a preference of mine. I typically suggest wearing muted colors because they photograph well. Darker colors slendelize, but light colors look fresh and airy. Many photographers will advise you to not wear any patterns or prints, but I think they can be done right and look really great. Once again, muted is the key. Muted prints that aren't too bold will photograph great. I also might suggest considering texture. Adding texture to your outfit can look very interesting, so think about adding some lace or sweater knit material. Cardigans & jean jackets are always an easy way to spice up an outfit too.

6 Obviously, I think you guys are so gorgeous with no makeup, but if you are an avid makeup wearing person, don't skimp the day of your photo-shoot. I suggest wearing it a little bit darker or bolder than you normally do because the camera will pick it up better, especially on your eyes & lips.