

WHAT *to* WEAR

STYLING THE PERFECT PHOTO SHOOT



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WELCOME

Let's admit it. Choosing what to wear for photos can be a bit stressful! But finding that perfect outfit (or family of outfits!) is easier with a little bit of guidance. You're in safe hands. After almost 15 years of photographing families, I have lots of experience planning sessions for my customers and I'm so pleased to be able to share some of my tips with you in this guide. With a little planning you can be well on your way to styling your family for the perfect photo session.





LET'S START WITH YOU

Yes, that's right. I want to talk your style first. Not the children. This might surprise you but I always suggest that you pick an outfit for yourself first and build the clothing for everyone else around that.

The outfits you choose can completely change the feeling of your photos. Take a moment to think about your style. Do you want a dreamy boho feel, chic glamour or more of a casual, rustic look? If you are the man of the family then think about whether you want to go suited and booted or prefer more of a relaxed hipster vibe.

The most important thing to consider is that you love the outfit and feel comfortable in it. This is crucial. Your outfit should look like your usual style, whether that's a floaty maxi dress or jeans. What ever your style, your outfit should make you look and feel amazing!



COMFORT IS KEY

It's really important that you feel comfortable in your outfit during your photo session. During your shoot you maybe holding the children, sitting down or even laying down so it's essential to choose clothes that allow you to move easily.

For ladies, floaty dresses can look amazing as they can create beautiful movements in photos. If this isn't your style then consider feminine fabrics in the form of pretty tops, layers and great accessories teamed with your go-to favourite jeans.

Be sure to pick an outfit that makes you feel wonderful. An outfit that you are confident that enhances all of your best bits. Feeling confident in what you wear will make such a difference to how you feel about your finished images.

“Be sure you feel fabulous!”



Let's not forget footwear. There is a chance that there will be some walking involved in your session. Be sure to wear appropriate footwear. You can always change into something more feminine once we get to the location. But I'd shy away from 4 inch stilettos!



YOUR COLOUR PALETTE

Now you are on the way to picking your perfect outfit. I want you to start thinking about the the colour.

Take your outfit and use it to set the colour palette for the rest of the family. Find a few colours that work well together tonally or compliment each other. Everyone in the family can express their own sense of style within the chosen colour palette, and the whole group will co-ordinate beautifully.

“Don't try to match!”

Don't try to match. Your outfits should all work together as a whole but an eclectic, co-ordinated mix of contrasting colours, tones and textures is much more pleasing.

The clothing you choose for each member of the family should reflect what that person would usually wear (but perhaps a shinier version). For example: don't put your daughter in a frilly dress if she is more of a jeans and t-shirt kind of girl. She'll hate it and it won't 'look like her!

As my outdoor sessions are based in nature, it's also important that your colour palette will work well in this setting. Think about neutral tones with pops of colour. Also consider the colour wheel. Pick complimentary colours to make your images really pop. Wearing mustards and yellows in the bluebells or a pop of red will make you stand out from the greenery of nature for example. It'll make you stand out from the background.

If colour scares you then play it safe and opt for neutrals, creams, browns and greys. It is pretty hard to mess that up and looks good in almost every setting. The result is a monochromatic look that I love. The soft neutrals always bring the focus back to the people in the photos. This timeless look is so easy to pull together.





TEXTURE & PATTERN

The eclectic styling can also be enhanced with pattern and texture. Think about using a mixture of solid colours and patterns that compliment each other. If using pattern on more than one person, keep them similar in style. For example: florals, checks or stripes.

“ Think about layers, pattern and texture ”

When considering texture, also think about layers. A little dress and a co-ordinating cardigan can look great. Adding a shirt over a t-shirt also adds interest. In the autumn and winter scarves, hats and rustic jumpers can also add an element of texture.



DO



- Do make sure you are comfortable and feel fabulous!
- Do wear sensible footwear that looks good. There's nothing worse than a scruffy pair of shoes to ruin a portrait.
- Do keep colours earthy, neutral or with a pop of colour. Avoid neons at all costs, even on the kids shoes!
- Do consider floaty fabrics for the ladies in the family. Nothing beats a good twirly dress!
- Do keep your clothing classic and timeless.

DON'T

- Don't wear clothing with large logos, cartoons and graphics - nothing dates an image more.
- Don't over do your make-up. Keep it as you usually would wear it.
- Don't wear clothing that is not your usual style.
- Don't overthink it. After all you are the stars of the show and not the clothes.
- Don't let the clothes take all of the attention.

