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# WHAT *TO* WEAR

for an extraordinary photoshoot



clothing can make or break your session -  
so a little planning and preparation are crucial...

i want you to wear clothing that  
represents your personal style, but i  
also want clothing that flatters you.

the things that look great in  
person aren't always the  
most flattering in photographs,  
so there are a few key things  
to keep in mind when  
deciding what to wear.

i have lots of examples on my website.  
please look at them.  
they'll be a big help!

coordinate and complement

..... but not matchy matchy .....

i like to start out with a **basic color palette** and go from there.  
it can help to have a pattern in someone's outfit that the rest of the group's clothing or accessories pulls from.



i love how the whole family is pulling from the color ranges of white, khaki, & yellow.

mom is wearing a timeless flattering boho dress and she's also rocking some accessories. the girl is wearing a sleeveless flowery hippie dress in the same color as her mom's and her boots add extra style.

the dad and boy are wearing great neutrals that coordinate perfectly with the girls. and i love that little yellow pop on the boy's shoe laces!

# accessories

..... add color & interest .....

scarves, hats, flowers in the hair for girls, jewelry, sweaters, vests, jackets, etc. – all these things can take a ho-hum image and make it feel “complete.” but don’t let it be overwhelming, we want the viewer to notice the subject and their personality first. . . the accessories and clothing should just complement them – not be center stage.



i know that not everyone accessorizes daily. who has the time?

accessorizing makes a big difference in photographs, and really brings an outfit together, so going a bit above and beyond your normal routine is great!

choose your accent colors and fill in outfits with those punches of color in accessories . . .

accessories

add color & interest

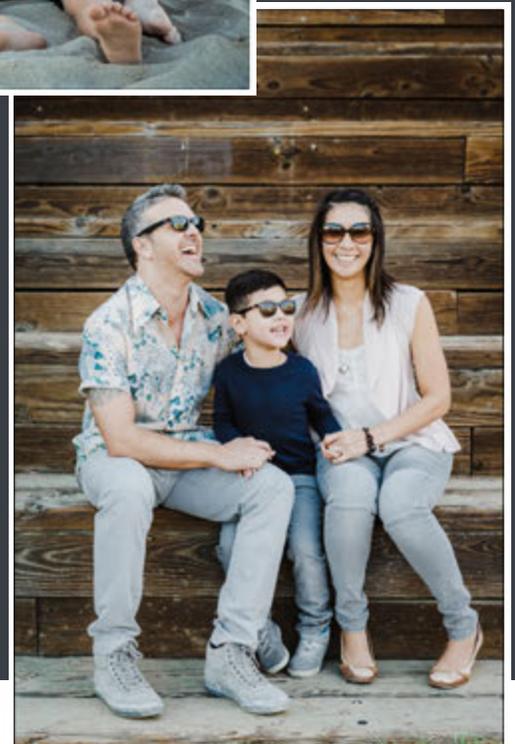
there are a few bonuses to effectively accessorizing and layering. changing them up a bit throughout the session can give you multiple looks without having to do many wardrobe changes. they can also be something that the subjects can interact with . . . a sassy little tip of the hat or holding the ends of a scarf can all be great ways to interact and become more comfortable in front of the camera.



# layers and texture

## add detail & depth

layers and textures create interest in photos. i absolutely love using multiple textures and layers. so, think textured tops or dresses (i.e. lace, embroidery, subtle ruffles) with jackets or cardigans, and accessories, like scarves and bulkier jewelry.



shoot for timeless

timeless is always in style

i'm all for defining your own unique and personal style, but at the same time it's also great to have a look that's timeless.

well fit and proportioned pieces: make sure your choices fit and flatter your body. highlight the best parts of your body. also, if your top is baggy, choose a slimmer bottom and vice versa.

think neutrals: neutrals create a streamlined look.

keep prints simple and classic. florals, stripes and subtle polka dots are great options.

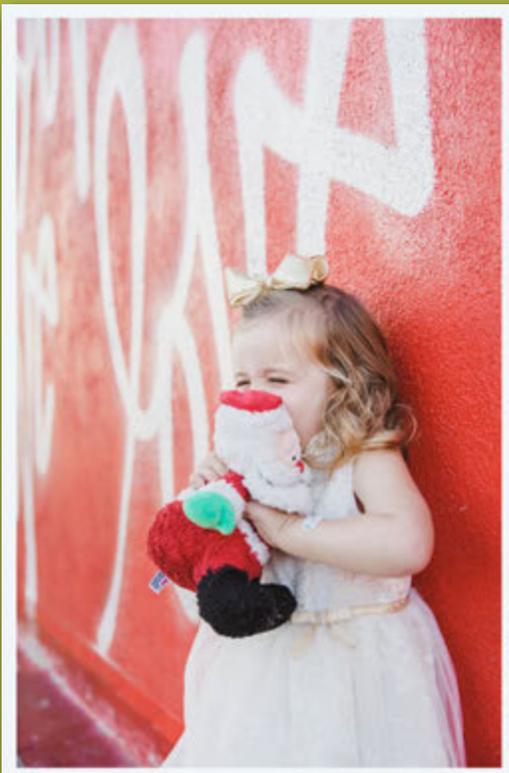
minimalism: clean lines and functionality have always been in style. pick one powerful piece and let it pop against something basic.



subtle props

..... enhance & add meaning .....

Think about subtle props that fit the the vibe of the session, but try to keep them simple and meaningful. A handful of flowers or balloons that coordinate with the subject's clothing can be very visually interesting. Feel free to bring anything that is meaningful to the subject but try to avoid anything too distracting.



I love to capture the unique personality of your child, so bring things that you feel represent who they are at this stage. If there is a particular blanket or toy, bring it!



Props can also make the kids feel comfortable and give them something to play and interact with.

# patterns are okay in moderation

patterns can add visual interest and texture, as well as a good dose of personality. if you plan to incorporate more than one pattern make sure that they are all subtle and complimentary.



in the photo to the left, i love the subtle coordination of dad's checkered shirt and the boys' striped sweater. mom's neutral shirt and the girl's dress balance out the bold purple.

below, the family did a great job of balancing patterns (all 3 shirts) with a solid (mom's dress) of a complimentary color scheme.



get comfortable

..... you want clothing that moves with you .....

i love materials that move and flow with the subject, but not baggy!

little ones are fond of jumping, dancing and being wild.  
there's nothing better than a twirly, whirly dress to accentuate  
all that beautiful movement and childhood innocence!



i want to make sure that the kids are comfortable in their clothes.  
happy comfortable kids are much easier to work with.

it is easier to capture their personality if they aren't miserable in what they are wearing.



## a few DON'TS



Tight Cotton  
Tank Tops



Shorts



Light tennis shoes

the goal of any portrait session is to direct the viewer's attention to the face of the subject.

nothing too tight - if you can see your belt loops through your shirt, it's too tight. you want something that has shape and form, without hugging the abdomen.

no spaghetti straps or sleeveless items unless you have a sweater to go over them, coverage is crucial!

no shorts - too much skin showing is also a distraction. i will be doing full-length photos so make sure your shoes match as well. no light colored tennis shoes, please.

# make up & manscaping

## getting yourself ready



**ladies** - wear more make up than normal. even if you normally don't wear make-up, a base foundation or powder along with blush & mascara are a must. lipgloss and mascara work wonders on a woman. they define and enhance your facial features.

**eyebrows** - the eyebrows are the most important and overlooked feature on a woman! they completely shape the rest of your face and define the cheekbones, so don't ignore them.

**nails** - be sure to either have your nails done or remove all nail polish.

treat yourself and have your hair and make-up professionally done, it can make a difference. fake eyelashes are great for making your eyes stand out (it still looks natural from a distance in photos).

**men** - main problem areas for guys are eyebrows, ear and nose hair and facial hair. if you're going for a scruffy look, own it & make sure to trim it up.

i am happy to chat on the phone about clothing ideas for your session. just give me a call or send an email and i'll schedule a time to talk!

on the day of your session

... a few more reminders to get you prepped & ready ...

### **bring a variety of options**

i recommend 2-3 options per person. cohesive color schemes are ideal – think all cool colors, or all warm colors.

### **bring multiple looks**

you could bring a more traditional outfit for one setting, like a sweater and jeans, and perhaps a more modern look for another, like a dress with leggings, boots, and a trendy jacket.

### **hangers**

wrinkles are near impossible to retouch, so iron things if necessary and bring everything on hangers!

### **put outfits together in advance**

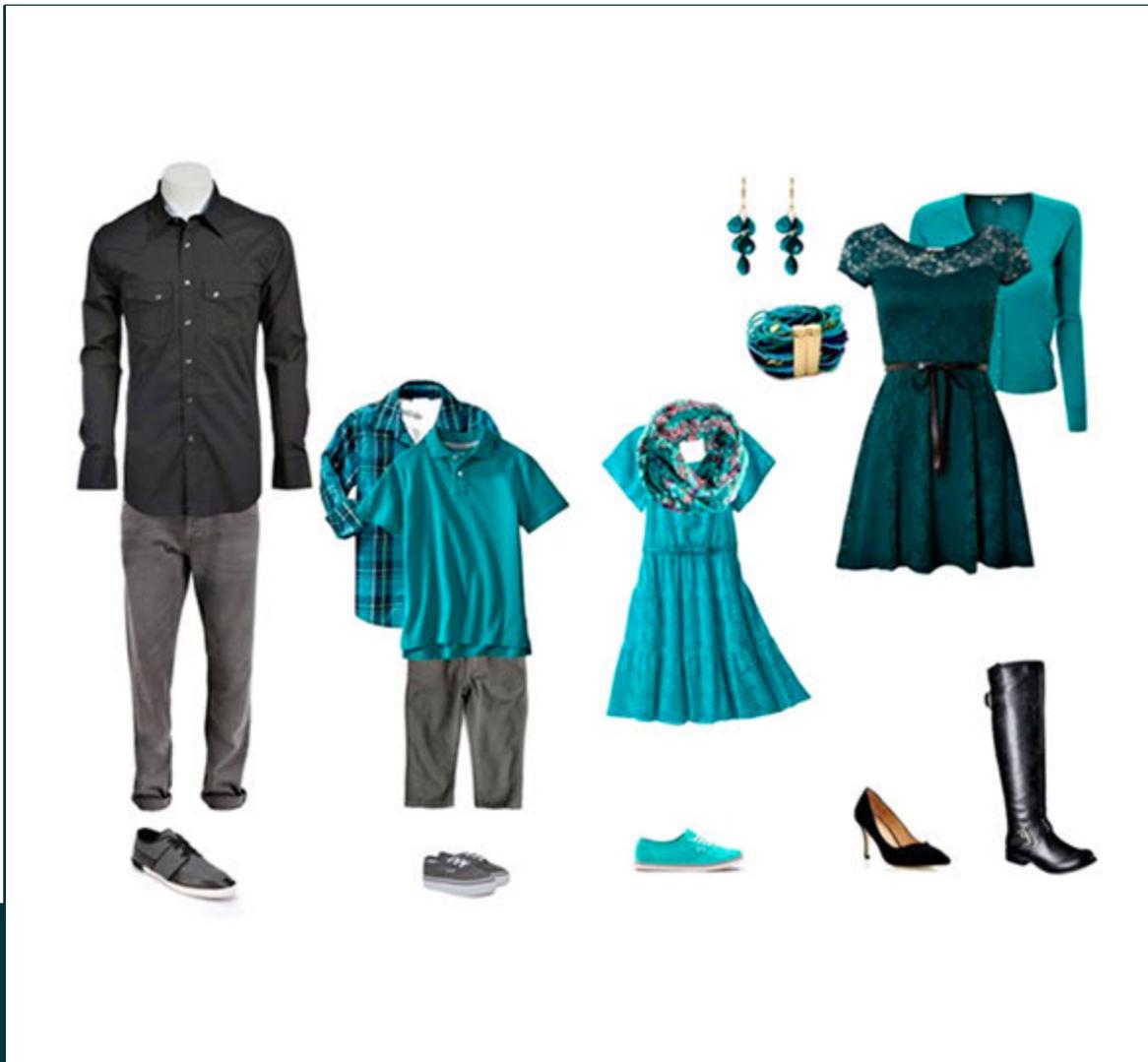
i want to maximize your session time, so having everything put together and ready to throw on is critical. i recommend separating jewelry into ziploc baggies so that you can easily poke a hole through the bag with the hanger and have the whole outfit together in one place.

### **don't forget layers**

have at least two layering/jacket options that match each outfit.

pick a color theme and go from there

## teal & gray



things i love:

- cut, style & texture on the dresses
- fun color pops on accessories & shoes
- great long-sleeve/layering option for mom
- nice flow & movement in the little girl's dress

..... pick a color theme and go from there .....

## navy & camel

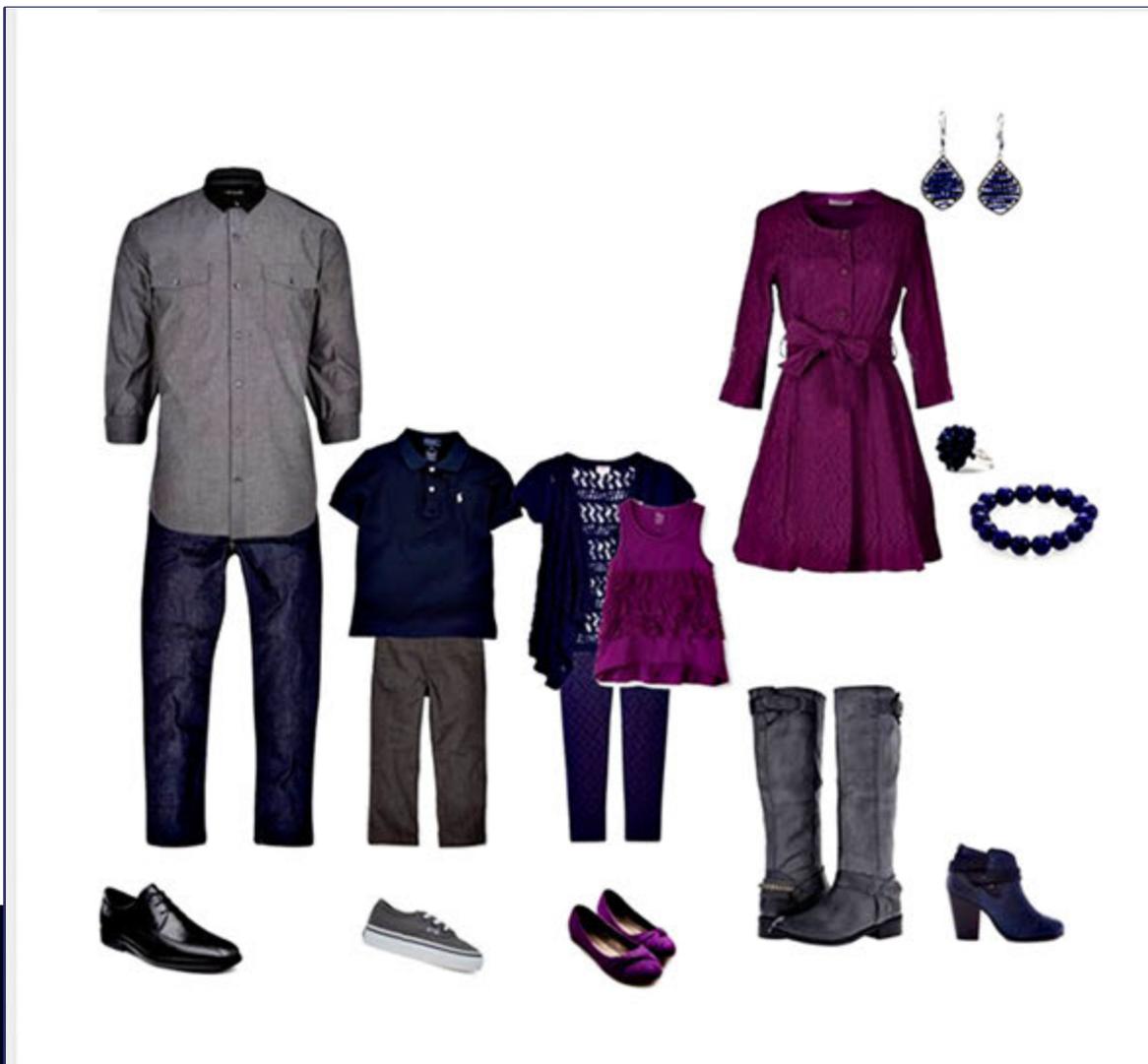


things i love:

- dad's cohesive options, good plaid example
- mom's textured dress & jacket option
- all of the outfits complement each other

..... pick a color theme and go from there .....

## gray, blue & plum



things i love:

- cut & style of mom's dress; it is a flattering choice for any body type
- dad's shirt has a subtle texture
- the texture & layers on the little girl's outfit



pick a color theme and go from there

## yellow & brown



things i love:

- another great example of dark-based plaid
- jean jackets are a great layering option that match everything
- boots & accessories are great options for mom

here are some people  
..... who nailed it! .....



things i love:

- mom spiced up a simple but classy shirt with the bold biker jacket
- mom & little daughter coordinate without being too matchy-matchy
- dad makes a statement with the flamboyant sweater and brings in the necessary color pop
- the girls' outfits are a perfect example of cute layers. we took off the jackets later and had a 'different' outfit for the individual portraits

here are some people  
..... who nailed it! .....

things i love:

- the jean color really ties the whole family together
- the textures & patterns on mom's skirt are super fun
- the use of different jean washes is a great way to avoid being too matchy-matchy
- matching (lakers) sneakers of the boys add a really cool, subtle touch
- mom's cardigan sparks color and boldness



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