PORTRAIT WARDROBE

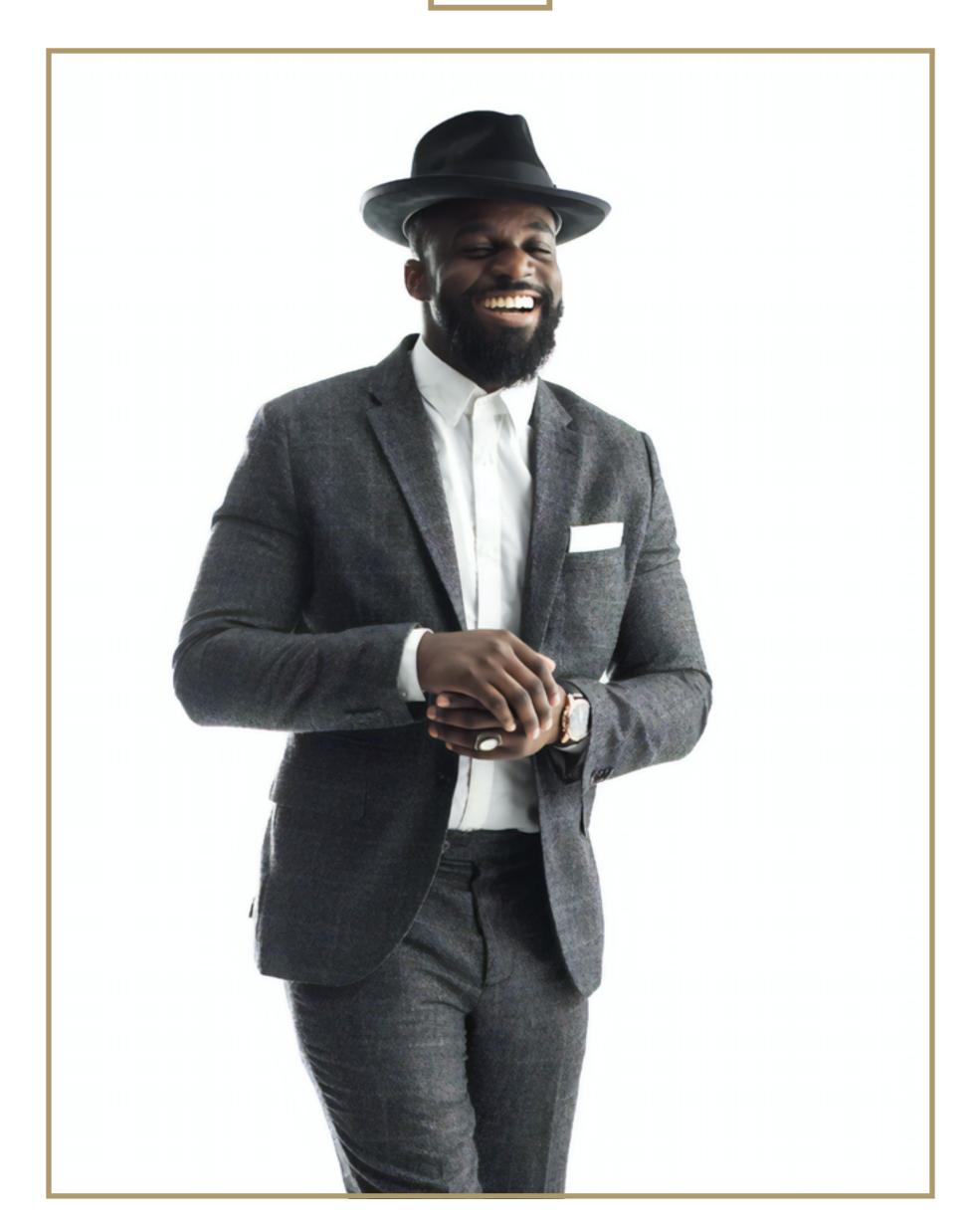
DO'S & DON'TS



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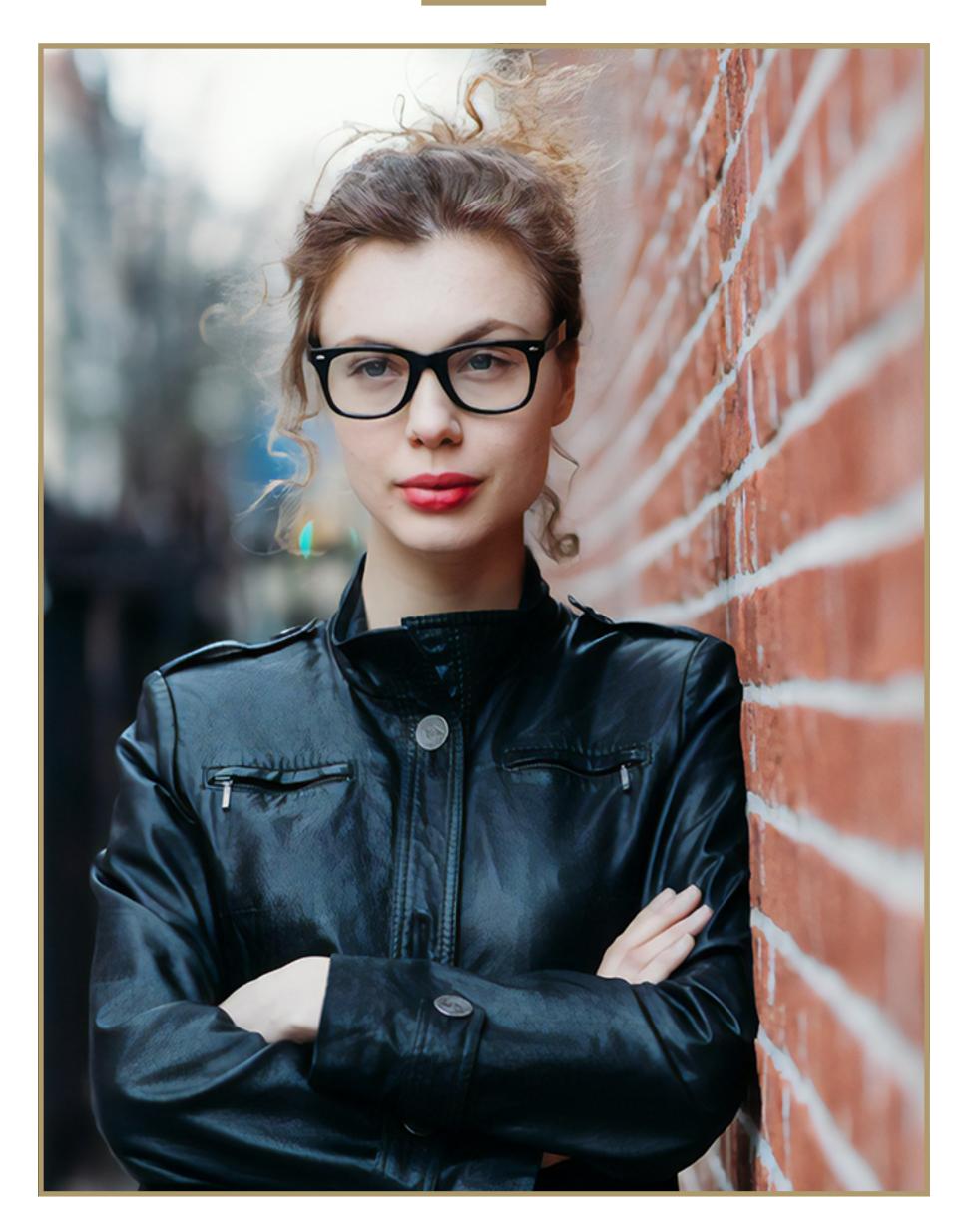
EDUCATION

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- DO WEAR CLOTHES
THAT FIT WELL

If you feel comfortable, you'll look comfortable.



- DO -

COMPLIMENT THE SETTING

Whether in a studio or outdoors, use texture and color in your wardrobe that will look cohesive with the location.



- DO -

DRESS KIDS IN CLOTHES THEY LOVE!

If the kids are happy, everyone is happy.



- DO -

WEAR COMPLIMENTARY COLORS

Outfits should consist of a limited color palette that will compliment complexions and accent other outfits.



-DO-WEAR PRINTS WISELY

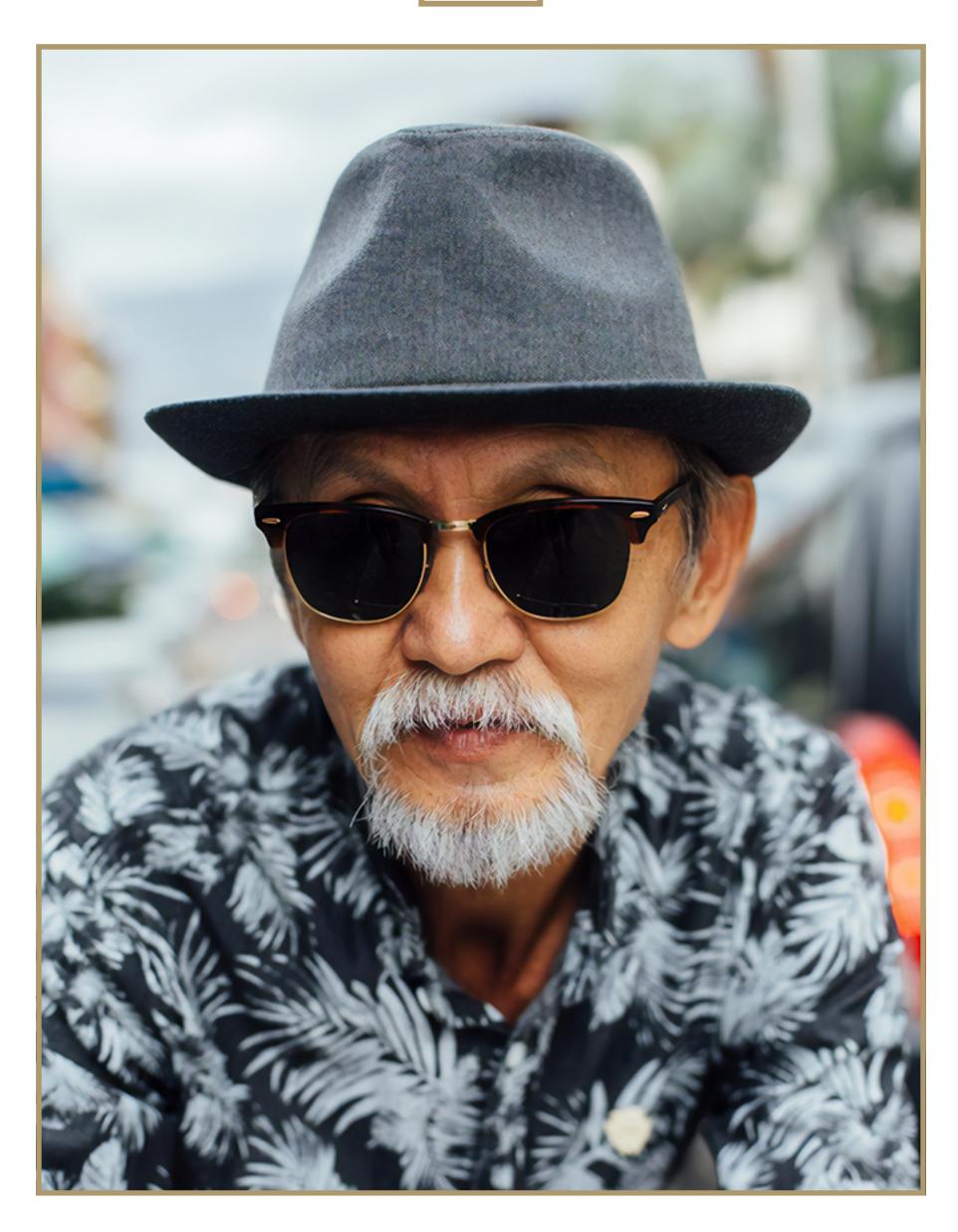
Clothing and accessories with medium and large patterns are best. Try Mixing with solids to balance things out.



- DO -

DRESS FOR THE SEASON AND WEATHER

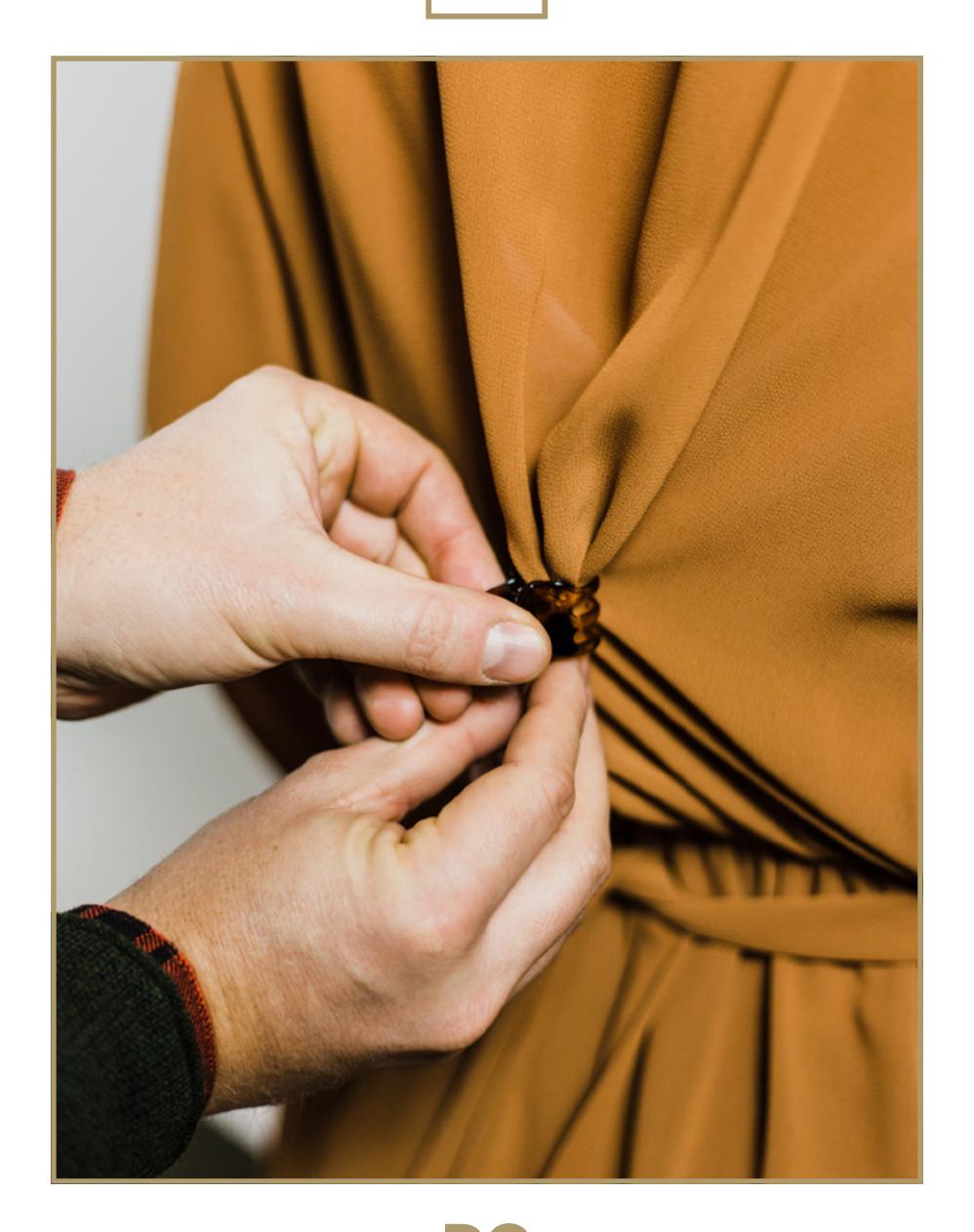
Being dressed for the season will make your photos look natural because you'll be more comfortable during the shoot.



- DO -

WEAR CLOTHES THAT REFLECT YOUR STYLE

Keep it classic and timeless, but don't be afraid to add some personality.



- DO PIN IT UP TO GET A
TAILORED LOOK

Use clips to perfect the fit of off-the-rack clothes. They do it on all fashion shoots, why shouldn't you?

 N°

- DON'T -

WEAR BUSY PATTERNS AND EXTREME COLORS

Small, intricate patterns, and overly bright colors are distracting and will clash with the location.

N° 2

- DON'T -

WEAR POORLY FITTING CLOTHES

Clothes that are too big or too small, are restrictive or wrinkled are very obvious in photos.

N° 3

- DON'T -

WEAR ANYTHING THAT'S TRENDY

Go for timeless and avoid clothes that will look dated in a few years (hello, shoulder pads!).

N° 4

- DON'T -

WEAR TOO MUCH WHITE

White loses detail when paired with a light background.

N° 5

- DON'T -

WEAR DISTRACTING ITEMS

Big jewelry, sunglasses, and hair bands on your wrist are more noticeable in photos. We suggest keeping it simple.

N° 6

- DON'T -

BE A WALKING BILLBOARD

Don't wear sneakers with brand names, logos, characters, or words.

N° 7

- DON'T -

WEAR UNDERWEAR THAT IS HARD TO CONCEAL

Avoid bra straps with a spaghetti strap dress, or underwear that is visible through tight skirts, etc.

N° 8

- DON'T -

SHOW MORE SKIN THAN YOU WANT TO SHOW

Only show as much shoulder, leg, midriff, and neckline as you're confident capturing for a lifetime.



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