

PORTRAIT WARDROBE

DO'S & DON'TS



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EDUCATION

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Nº 1



– DO –

WEAR CLOTHES
THAT FIT WELL

If you feel comfortable, you'll look comfortable.

N° 2



– DO –

COMPLIMENT THE SETTING

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

Nº 3



– 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.

Nº 5



– DO –

WEAR PRINTS
WISELY

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

N° 6



– 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.

N° 7



– DO –

WEAR CLOTHES THAT REFLECT
YOUR STYLE

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

N° 8



– **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?

Nº 1

– **DON'T** –

WEAR BUSY PATTERNS AND EXTREME COLORS

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

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Nº 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!).

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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.

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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.

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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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