

WHAT TO WEAR CHEAT SHEET



WHAT TO WEAR FOR INDIVIDUALS

Whether these photos are for you or your child, individual photos are a time for the subject to shine. Choosing the appropriate attire will help a subject to stand out and show their personality in a unique way.

1. SOLIDS AND LARGE PATTERNS

Solid colors paired with large patterns, textures or stripes will look spectacular. If you prefer a dreamy look, choose pastel colors, off-whites, and soft prints. If you are wanting to achieve a dramatic look, choose colors that are bright and bold. Don't be shy about mixing colors/patterns. Be creative.

2. AVOID SMALL, TIGHT PRINTS

Small prints and stripes do not photograph well. The camera reads them and creates it's own unique pattern called "moire" and it isn't desirable. Staying away from small, tight stripes and prints will save your photos!

3. MINIMIZE ACCESSORIES

If you want your subject and attire to be the focus of your photos, keep accessories to a minimum. Too many will take away the spotlight from your outfit. If you have an accessory that makes a statement, minimizing your other accessories, as well as keeping your clothing patterns simple, will allow it to stand out.

4. BUILD YOUR OUTFIT

I recommend finding clothing with a lot of visual interest. Look for clothing tops with lots of texture, layers, and ruffles. Pair these textures and layers with something simple on the bottom. Avoid dressing children in clothing that will make them look like a small adult (unless that is the style you are going for.) Subjects young and old will photograph best in something that they feel comfortable and confident in!

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WHAT TO WEAR FOR GROUPS

Group photos are an important way to document relationships. Whether it is a relationship between a couple, family, or larger group, similar rules apply for getting the best photo results.

1. COORDINATE—DON'T MATCH

Current trends have left behind the group photo where everyone was wearing the exact same thing (i.e. blue jeans and a white shirt) and changed to a coordination mentality. This means that you may have a few colors in your color scheme and the group chooses their clothing based on those colors. This method allows for more creativity and individuality. For a family photo, mom may want to choose what she is wearing first and ask the rest of the group to coordinate around those colors.

2. AVOID SMALL PRINTS & LOTS OF WHITE

Small, tight prints and stripes do not photograph

well. The camera reads them and creates its own unique pattern called “moire” and it isn’t desirable.

Lots of pure white is also best to avoid. Pure white is difficult to expose for and can distract from the people in the image.

3. MINIMIZE ACCESSORIES

With more people taking the spotlight, this rule is even more important. Too many accessories will take away the spotlight from the group and relationship being photographed.

4. SAY “NO” TO BRAND LOGO T-SHIRTS

It is possible that this is more a personal preference than a rule. Logo t-shirts are fine for everyday, but they will quickly date a photo and will distract from the subject and relationships.



SHOPPING GUIDE FOR YOUR NEXT SESSION

WHERE TO SHOP FOR KIDS:

ZARA

GAP
KIDS

J.CREW

H&M

Boden

zulily

next

TUTU DU MONDE

WHERE TO SHOP FOR ADULTS:

ZARA

ANTHROPOLOGIE

J.CREW

H&M

free people

ModCloth

LUCKY * BRAND

BCBGMAXAZRIA

BHLDN

AMERICAN EAGLE

Wet Seal
SoCAL • 1962

OLD NAVY