

WHAT TO WEAR : STYLE

These are tips for creating **timeless, classic photos**— Adjust them how you want or just toss the rules!

For kid-only shoots (toddlers to teens) - Break the rules and let them express their own style.

FIT AND FUNCTION

- ✓ Test outfits beforehand. Move, sit, jump, pick up little kids. Think, could you spend 30 minutes outside at shoot time without shedding layers or getting cold?
- ✓ Dresses: Longer than knee length works best.
- ✗ Short dresses can limit posing and blow up in the wind.
- ✗ Skip clothes that easily come untucked.
- ✗ Kids: No itchy tags or clothes they hate.
- ✗ Babies: Avoid dresses on tiny girls or you'll be adjusting it every time you pick them up. If using a dress, pick a coordinating diaper cover.

SKIP THESE

- ✗ Logos, characters, large text
- ✗ Performance polos (unflattering drape, often accentuate mens' nipples if used without an undershirt)
- ✗ Anything see-through (do a backlight test in the sun)

WHAT TO WEAR : ACCESSORIES

HAIR

- ✓ Long hair: Loose, natural and wind-friendly styles look the best.
- ✓ Pull back thin hair so it's not blowing in the face (think toddler girl hair).
- ✓ Consider bringing a comb and any styling products in your car for last-minute touch-ups.

GLASSES

- ✓ Wear glasses if they're your daily look.
- ✗ Avoid transition lenses or swap for clear.

SHOES

- ✓ Brown or neutral look the best. Clean sneakers work too.
- ✗ Avoid athletic shoes, bright white sneakers, worn-out shoes, or neon (even the sole)

WATCHES

- ✗ A smart watch will date your photo. If you don't like that, take it off or swap it for a classic watch.

WHAT TO WEAR : TEXTURE & PATTERNS

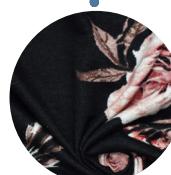
TEXTURE Add lots of texture - lace, knit, wool, etc.



PATTERNS You don't need any patterns, but if you like them:

Use a max of 1 pattern (on 1 person) per group of 2-5 people.

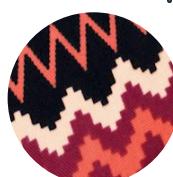
Otherwise, use very different patterns to prevent clashing.



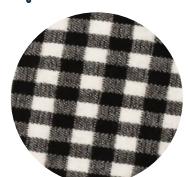
Bold & Contrasting (Distracting)



Loud & Bright (Distracting)



Tiny & Contrasting (Optical illusions)



WHAT TO WEAR : COLOR-PICKER FOR A GROUP

1

Optional: Pick one accent color for one item of clothing for only one person to wear. Also, consider your home decor if you'll be displaying the pics.

SPRING & SUMMER ACCENTS



FALL & WINTER ACCENTS



2

Add 2-3 neutrals in as many pieces as you like.

NEUTRALS



3

Use the fillers to pick the rest of your clothes.

FILLERS



LARGE GROUPS (OVER 10)

*not for white rocks

*not for red rocks

Pick only from these



| | |
|----------------|---|
| EXCESS BLACK | Heavy. No dimension. Lost in shadow. |
| ALL DARK JEANS | Looks bottom-heavy. |
| BRIGHT WHITE | Washed out. No dimension. Choose Ivory. |
| BRIGHTS/NEON | Casts weird light on skin. Distracting. |