

WHAT TO WEAR ON YOUR SHOOT

A STYLE GUIDE

BY LEIGH FARMER PHOTOGRAPHY



COLOURS

WEAR A COLOUR THAT CONTRASTS WITH THE BACKGROUND YOU'RE AGAINST TO HELP YOU TO STAND OUT.

As a starting point, think solid and rich. Jewel colours look lovely in pictures, complimenting the majority of skin tones while projecting positivity and confidence. Bright white can be a little glaring. "Not-quite" colours like beige or light grey work well and stop the picture looking over-exposed. At the opposite end of the spectrum, with solid black, detail can be lost in the shadows.

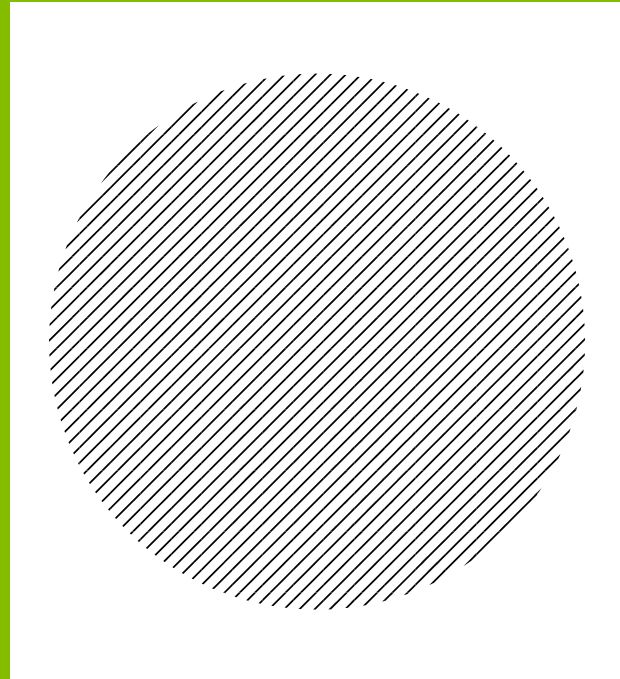
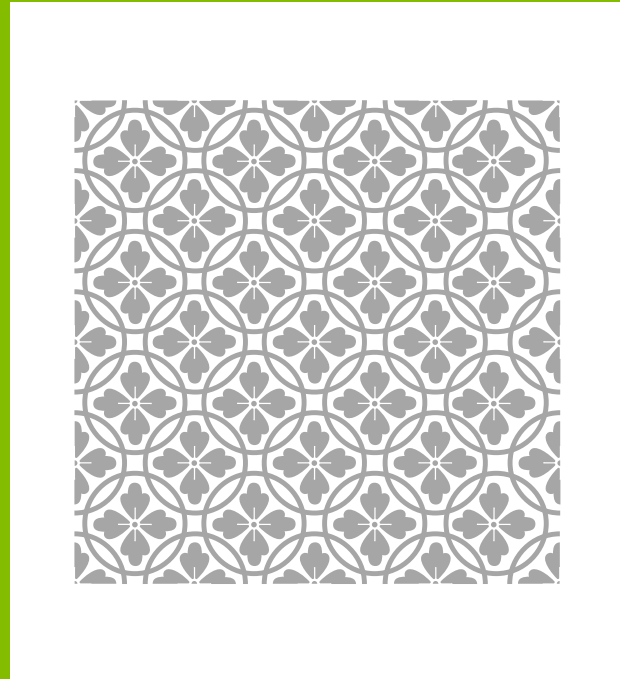
There is nothing wrong with pastel tones but on a neutral background, there is a risk of you looking washed out. Try a hint of colour or an accessory to help you pop.

THINK ABOUT YOUR BRAND COLOURS AND HOW YOU CAN BRING THEM INTO THE PICTURE.

COLOUR PSYCHOLOGY*

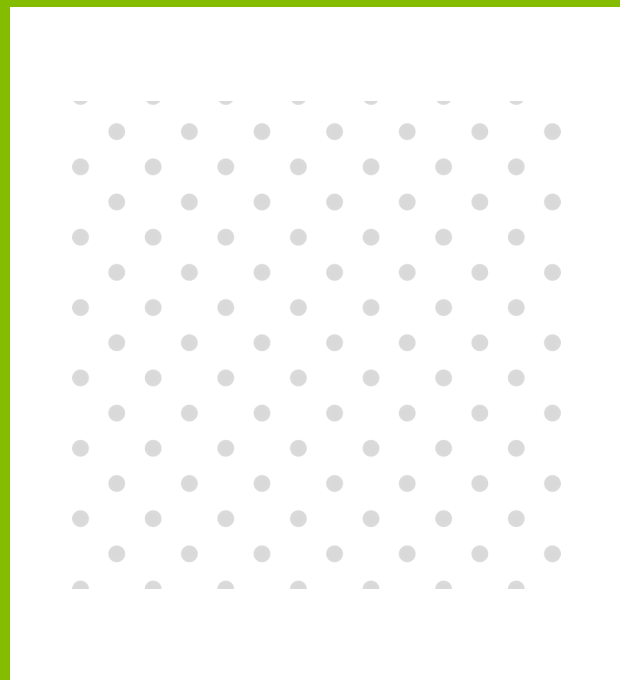
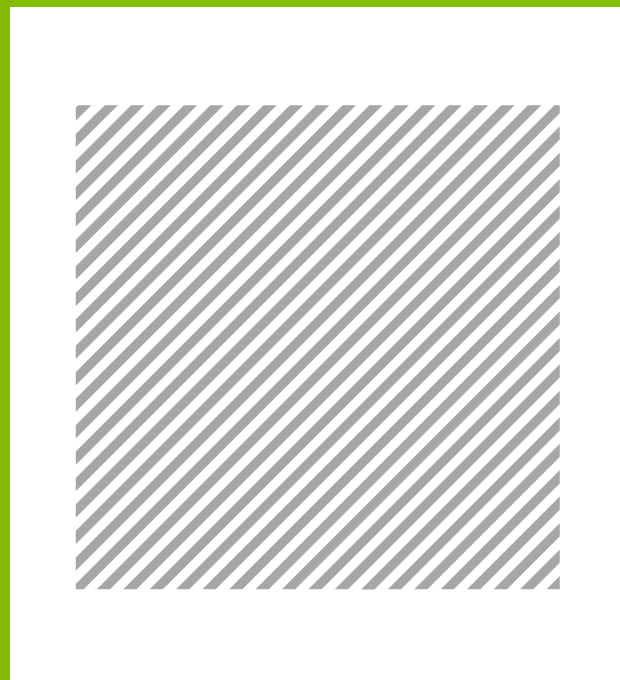
*This is interesting but don't overthink it, if your favourite colour is blue but you aren't serene that's fine too!

RED Power Excitement Strength Power Passion Energy	ORANGE Confidence Warmth Innovation, Friendliness Energy Bravery	YELLOW Optimism Warmth Happiness Creativity Friendliness	GREEN Health Hope Nature Growth Freshness Prosperity	BLUE Trust Loyalty Dependability Logic Serenity Security
PURPLE Wisdom Luxury Wealth Spirituality Sophistication Royalty	PINK Imaginative Passionate Transformation Balance Creativity	BROWN Serious Earthiness Reliability Authenticity Warmth Support	BLACK Sophistication Security Power Authority Substance	WHITE Cleanness Clarity Purity Simplicity Freshness



PATTERNS ARE BEST AVOIDED

Avoid wearing stripes or other patterns, if possible. Striped clothing may create a strange optical effect called a moiré pattern, where opposing patterns compete with each other for visual dominance. These pictures are all about you, so your face doesn't need to be fighting it out for attention with a loud check.



SAY NO TO: · TARTAN / PLAID FABRICS | HOUNDSTOOTH OR CHECK FABRIC | FINE OR INTRICATE PATTERNS, E.G PAISLEY | TWEED | POLKA DOT | STRIPES (EVEN THIN STRIPED DRESS SHIRTS OR PINSTRIPES)

OTHER THINGS TO MENTION...



LOGOS

The last thing you want to do is use your pictures to promote another business. Unless it's your own branded T-Shirt or uniform, say no to the logo.



CRAZY NEW LOOK

Now is not the time to lop all your hair off, dye it blue or get a face tattoo. You are brilliant just as you are.



CLASSIC

Anything that references a specific time or place will quickly make your photo appear dated. If you want your portrait to stay relevant for years to come, try to keep your outfits simple.



SEASONAL

Seasonal shoots are amazing but if this is a once-off, make it count. Avoid a wooly scarf or strappy sun dress if you want your picture to look sensible all year round.

MATERIALS

AND BREATHE...

A camera picks up every wrinkle and these aren't easy to remove in post production. Make good friends with your iron and stay away from the likes of linen.

Highly reflective materials like sequins are hard to photograph—creating unflattering patches of contrast where they shouldn't be.

See-through clothing may show unwanted bra-straps, particularly when flash is used. Be sure to double check in the mirror or pop a jacket on over the top.

Understandably, many of us feel nervous when faced with a camera; to avoid sweating, choose light fabrics in breathable materials.

SAY NO TO: · SEQUINS | RHINESTONES (PROBABLY NOT HIGH ON YOUR LIST!) | METALLICS OR SPARKLY FABRICS | SATIN | TWEED | LINEN (IT WRINKLES) | ANYTHING SCRATCHY OR UNCOMFORTABLE



A PERFECT FIT

When it comes to clothes, it can be tempting to go for something baggy but as the material merges together it can make you look wider than you are. Close fitting is good.



ACCESSORIES

JEWELLERY

Steer clear of major bling. Stud earrings are your safest bet. If you're not fussed either way, then leave it off. A necklace can make the crop tricky for a headshot and risks being cut off in the middle if it's too dangly.

TIES

Firstly, think about whether you need a tie at all. If you're in a more relaxed industry, more business casual with an open collar might be a better option. Make your statement with your colours rather than your patterns, which should be small and novelty Christmas tree free.

HATS/ SUNNIES & SCARVES

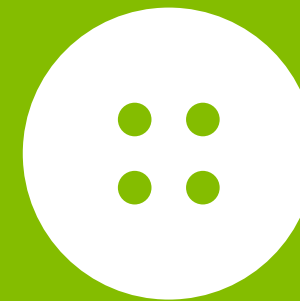
In a full personal branding shoot, these sorts of items can add a lot of fun and variety. But remember, unless you have regular shoots (which is a very good idea, if budget allows) these will quickly make your pictures look off season.

THINGS TO CHECK...



GLASSES

If glasses are a signature part of your look, then absolutely keep them on. Just be aware that there may be more head adjustment needed to avoid reflections and glare. You can help by making sure they are as clean as possible.



MISSING BUTTONS

Have a quick check for missing buttons, loose threads, spots or stains.

MAKE UP

Don't use glitter or too much shimmer in eyeshadows. The same goes for gloopy lip gloss that can create "hot spots" when reflected. A little colour on the lips e.g. a berry toned lipstick can help bring colour to your face. A strong lip can work brilliantly but only do it if you do so in everyday life.

Concealer can make a huge difference to brighten up and even things out.

Don't wear a lot of make-up normally? That's ok. Don't feel pressured to slather it on. After all – you want to look as much like yourself as possible.

Men – if you're feeling brave, a little plucking to get rid of a unibrow is good. Chapped lips look awful in pictures, so grab yourself some lip balm and apply some for a few days leading up to your shoot.

HANDS

Check that your nails are trimmed and neat. If you're wearing varnish that it isn't chipped. If you've been looking for an excuse for a manicure, now you have one!

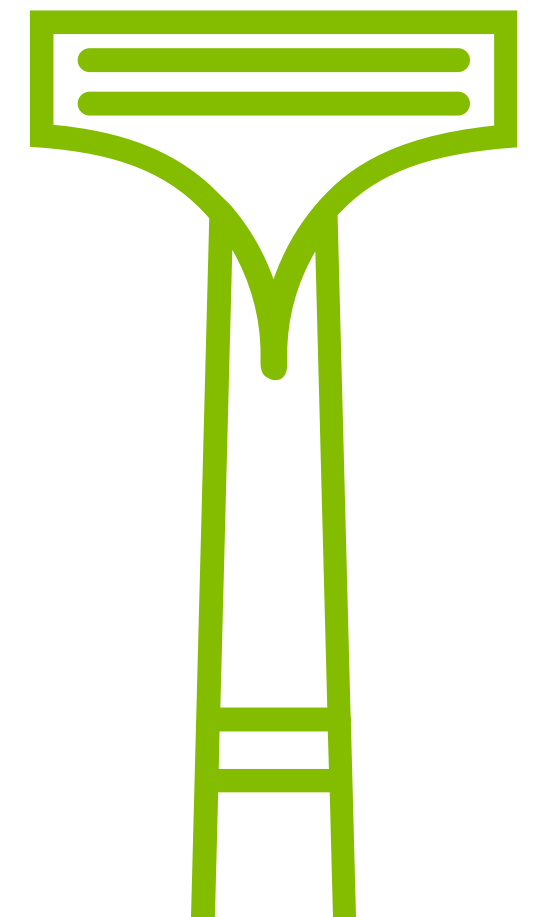
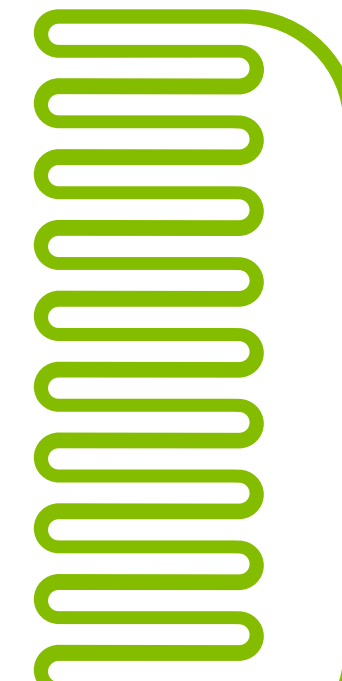
HAIR

Make sure that your hair is clean and dry. Conditioner and blow-drying can both help to reduce frizz. If you wear it both up and down, feel free to bring along a hair tie and we can capture both styles.

If you have short hair then make use of product to keep down any stray strands or cows-licks.

FACIAL HAIR

If you have a beard, make sure to give it a good trim to have it looking as sharp and neat as possible. Clean shaven? Shave on the morning of the shoot to prevent stubble darkening your face. Go carefully to avoid cuts! Although don't panic if it happens; these can be fixed up during retouching.



IN THE END

FIND SOME FAVOURITES

Have a rummage in your wardrobe. Find some old favourites. There's no need to go shopping - unless you're looking for an excuse - if it's new and unfamiliar, you risk feeling and looking uncomfortable. In the end, nothing you wear will look as good as a real smile.

**"YOU'RE NEVER FULLY DRESSED
WITHOUT A SMILE"**

If you have any questions on specific clothes or would like a professional stylist recommendation, please email me: leigh@leighfarmer.com

