

# D'S OUTFIT & STYLING GUIDE

*customizable guide to take the guesswork out of styling*



# OUTFITS & STYLING

Believe it or not, you have so much control over the outcome of your shoot and what it looks and feels like!

What you choose to wear is a big decision that often causes some stress for the bride beforehand. However, my hope is that with a little education, you will be able to determine the style and feel you desire for your shoot which will make your outfit selection so much easier and less complicated!

Let's start by debunking some very common outfit myths that a lot of people believe about what they should wear to their session!

## outfit myths:

### 1. MYTH ONE: *Avoid neutrals, they wash you out!*

Whoever started this myth couldn't have been further from the truth. There are some colors that don't work for some people, but for the majority of people, they look amazing in neutrals and those colors shouldn't be avoided. The truth is, neutrals are the most photogenic color for portraits.

### 2. MYTH TWO: *Always wear black or you won't look thin!*

Sure, black is slimming, but it also photographs very heavy in portraits. There is nothing wrong with black, but if you're only wearing it to look thinner and deep down you're hoping for light and airy portraits, it may not be the best choice.

## outfit myths:

### 3. MYTH THREE: *You two need to match!*

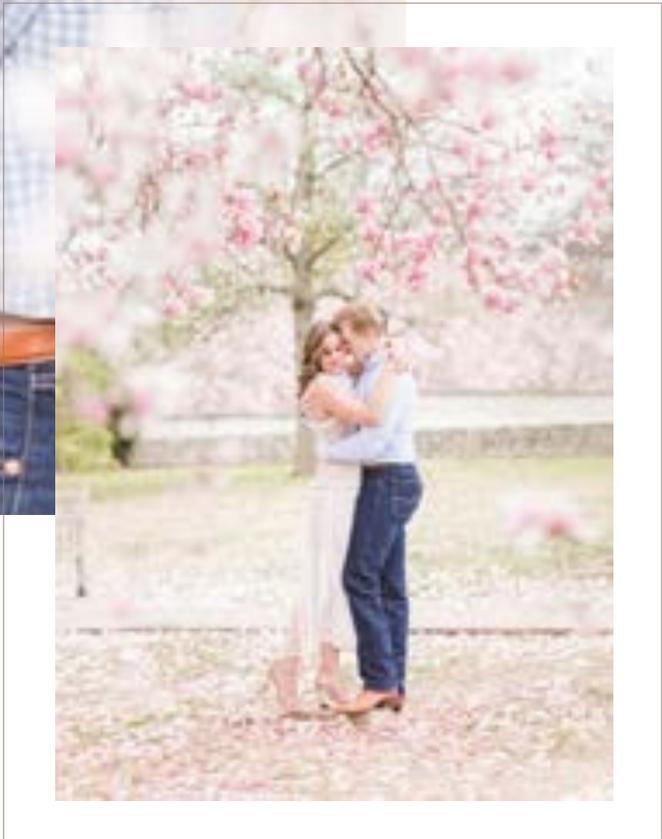
Please don't try to match your significant other. Instead, try to coordinate! Coordinating is a completely different concept than "matching." Coordination means you are usually choosing different colors that look good together but are not close to being the same. I have some more tips about this concept in the following pages.

### 4. MYTH FOUR: *Your location determines your style more than your outfit!*

False! Your outfit has way more impact than your location. Your location is just a setting in the background but you two will still be the main focus of the images. If you want light, airy and an overall romantic look to your photos, you will need to wear lighter, more neutral colors in your photos to achieve this look!

### 5. MYTH FIVE : *You have to buy something new!*

False! If you know you look awesome in an outfit that you already have and it fits the style you want for your engagement session, that would be a great choice!



DECIDING ON YOUR  
STYLE



# what style do you prefer?

BOLD or NEUTRAL

DRESSY or CASUAL

CLASSIC or TRENDY

These choices represent the three main decisions you will have to make in regards to your outfit choices. There are no right or wrong answers!

Maybe you want one outfit to be dressy and the other to be casual. Maybe you want one outfit to be very light and neutral but you want to wear more color in the next outfit.

These categories will hopefully help you determine what you're hoping for in your engagement session. If you're feeling stuck and can't seem to determine what you prefer, that's very normal!

## some quick tips

- Colors to Avoid: Bright reds, neons, and bright oranges (they reflect on skin and are hard to edit).
- Patterns: Skip tiny patterns (smaller than a quarter) to prevent distortion. Larger checkered prints are fine.
- Balance: Alternate outfit "heaviness" (e.g., dark jeans with lighter pants) for a more visually balanced look.
- Dress Code: Coordinate dressiness levels to avoid mismatched formality.
- Avoid: Tennis shoes, graphic tees, bold logos, sunglasses, and baseball hats.

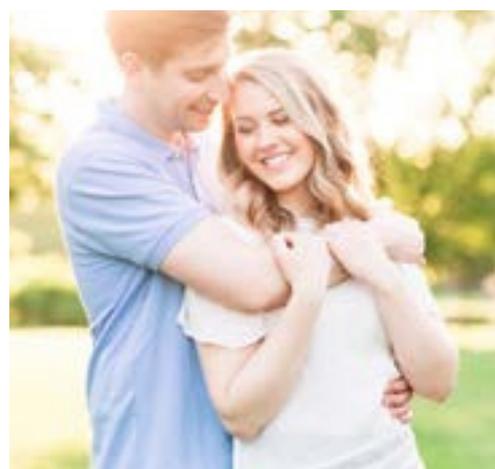
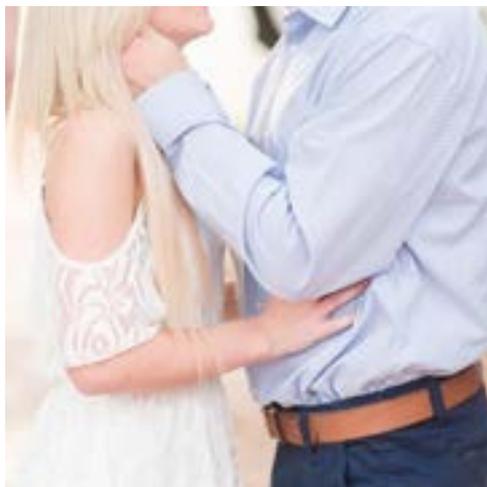
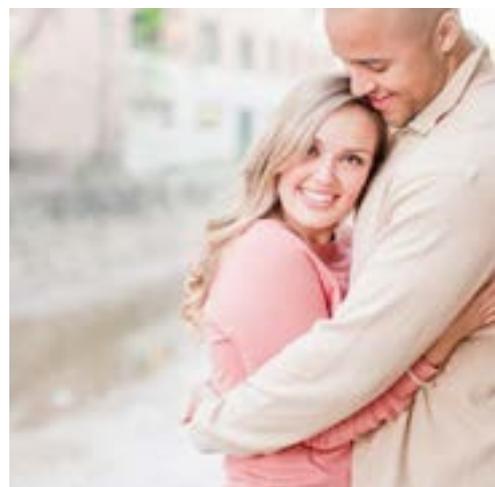
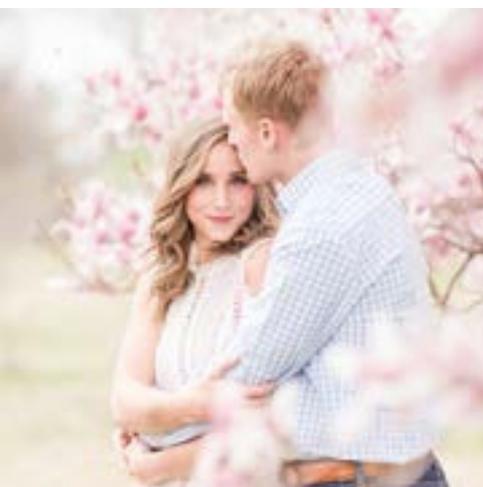
## ROMANTIC STYLE RECIPE

If you're hoping for a more romantic style of shoot that includes "light" and "airy" colors, you can actually make outfit choices that will allow your images to turn out brighter, softer, and extra photogenic! Here are some ingredients that go into creating a romantic-styled shoot. It's important to note that you do not need to choose all of these ingredients in order to have a light and airy style to your images but the more ingredients you include, the more romantic and bright your images will be:

- *Neutral Colors:* Blushes, tans, light pinks, faint blues and light minty teals, creams, grays and whites will always result in more of a light and airy look in your images. These colors photograph softer and more romantically!

- *Long, Flowy Skirts/Dresses:* Dresses and skirts with feminine ruffles, multiple layers of fabric and the ability to blow and move in the wind will always photograph beautifully! You would be amazed at how impactful moving fabric softens an image.

- *Khakis vs. Jeans:* If you really want your images to be as bright as possible, consider having your groom wear lighter pants instead of dark dress pants or dark jeans.



## BOLD & BRIGHT RECIPE

Just like the “Romantic” recipe, you don’t have to apply all of these “ingredients” to get a perfectly BRIGHT & BOLD look to your engagement session. These ingredients include:

- *Only One Wears a Pattern:* If one of you has a bold pattern, it’s very important that the other doesn’t. The bolder the pattern, the more important this rule becomes!

- *Bold Backgrounds:* A lot of time, if my couples are going for a bold and bright look, I will look for solid colored backgrounds to use for part of their engagement session! It’s a double win if the background coordinates with their outfits!

- *Only One Bold Color:* If you really want a bold and bright look but you want to do it well and tastefully, I would suggest that only one of you have a bright and bold colored outfit and the other stay in a solid neutral to avoid overdoing it!

- *Large Patterns are Preferred:* If you really want to wear a pattern, my only request is that your pattern is on the larger side. Patterns that are smaller than a quarter can be difficult to photograph. This isn’t true of all patterns but it’s a good general rule to go by!

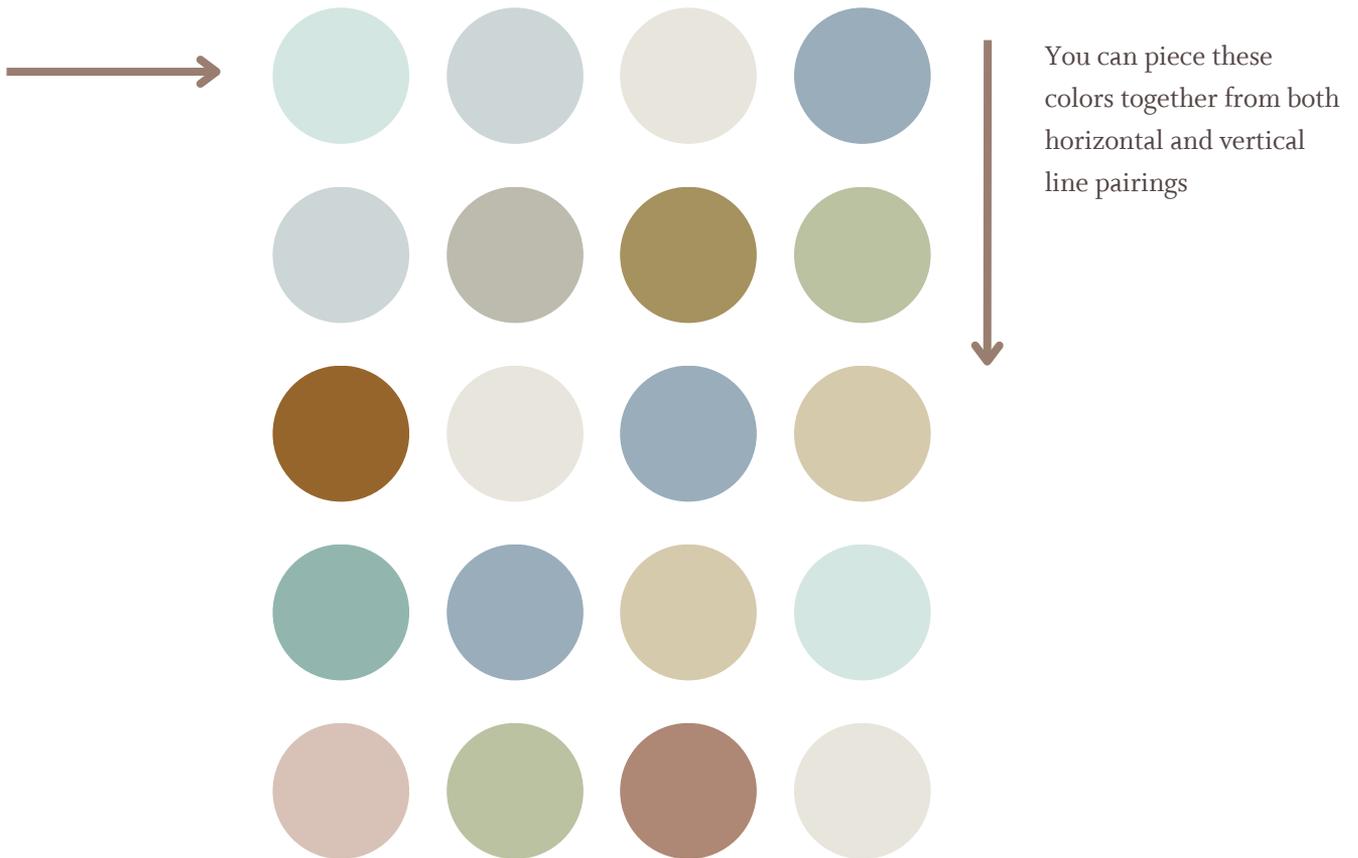
- *Consider Muting your Favorite Color:* If you love a certain bold color and you want to include it in your outfit selection, I would recommend selecting a muted tone of this favorite color. For example, if you love purple, instead of selecting a deep, dark and bold purple shirt, you can get the purple vibes through a lavender or even a periwinkle color!

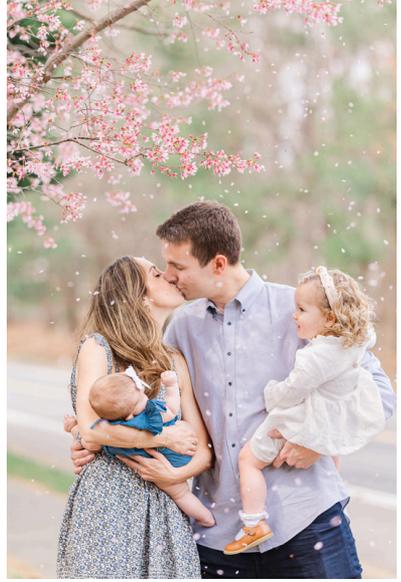


PHOTOGENIC

## Coordinating Color Palettes

Did you know that there are literally "Family Portrait Stylists" that help parents plan and coordinate their family outfit choices before a portrait session? This job exists because it takes so much work to make these selections and get the overall look you're hoping for. My hope is that this page will give you some fun inspiration and a starting place for your outfit selections! Remember, these are just ideas for inspiration and aren't strict patterns to follow!





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PHOTOGENIC

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You can give these colors together from both horizontal and vertical line pairings.

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Characteristics of the

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