



Portrait Styling Guide

HAIR: I recommend looking at past pictures to see what you liked best and compliments your face shape the most. This is a great time to get any coloring touch ups done if needed.

MAKEUP: Matte, natural looking makeup is the best for photos. Sticking to timeless, natural looks rather than current trends assure that your photos won't become dated quickly. I strongly recommend investing in professional hair and makeup, especially for larger scale branding sessions. If you opt to do your own makeup, I recommend using more than you do on a daily basis for the best result.

CLOTHING COLOR: Avoid bold or bright colors, sometimes they create an unflattering cast on skin tones, particularly on the neck and chin area. Instead, opt for softer colors or neutrals that compliment your coloring.

FIT: Being aware of how your clothing fits is crucial. Be mindful of how the shoulders fit, how low the neckline is, and where the hemline falls. If clothing is too tight or loose, it could come across unprofessional. Try on your outfit in front of an honest friend prior to the session to make sure your outfit fits well.

PATTERN: I want the focus of your headshots to be YOU. Avoid wearing clothing that has a bold pattern, such as a busy print or high contrasting colors. Avoid skinny stripes as they distort the appearance of the clothing.

ACCESSORIES: Opt for letting your personality shine through accessories. Men may wear a fun tie, while women can add a funky necklace or earrings. Bring along scarves, a cardigan, or a jacket to give your photos variety.

SHOES: We recommend comfortable heels for women as it usually helps with posture and is flattering in photos