

Click WHAT TO WEAR

— HOW EVERYONE CAN LOOK THEIR BEST IN PHOTOS —

THE ULTIMATE
Style
Guide
for the modern
photographer

Photo by Erin Konrath

WARDROBE, HAIR & MAKEUP TIPS

The right colors
for any skin tone

No-makeup
makeup advice

Dress a family
in any season



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Photo by Erin Konrath

What to Wear

10 stylish tips to capture your clients looking their best **BY AMY WISTER WITH NADA MANLEY**

THE “WHAT TO WEAR” DILEMMA. There are only so many times you can photograph a family dressed in their best white shirts and blue jeans, but it sure beats some of the alternatives — coordinating Christmas sweaters, carbon copy looks for the whole family, an overabundance of plaid. It’s no wonder so many families fall back on the easy and accessible white-and-denim uniform. This is where you as the family photographer come to the rescue. As the de facto stylist and trusted source for “how not to look embarrassing,” you can offer your clients some welcomed guidance on dressing the entire family for their big photo day.

These tips are designed to help you create gorgeous, memorable images your clients will love for years to come. Share them with your clients to empower them to make colorful, creative wardrobe choices that will help bring their photos to life.



1. COORDINATE, DON'T COPY. Identical matching styles are rarely fashionable or flattering, and there's no reason your mini-me has to wear what you wear. One way to keep the entire family looking unified is through coordinating colors. Pick two to three colors that are flattering for everyone, and work those colors into each outfit in varying degrees. Try one of these gorgeous color combinations: **1.** Red-Grey-Silver-Khaki-Denim **2.** Blue-White-Khaki-Yellow **3.** Brown-Tan-Red-Denim **4.** Blue-Purple-Beige-White



2. TURN UP THE TEXTURE.

Add interest, personality and lift to your family photos with texture. Whether it's a nubby sweater, a tweedy scarf or a fur vest, varying textures adds dimension and visual interest.

Use texture in unexpected ways. A tulle skirt, a gleaming metallic shoe, or a denim jacket paired with a lace top or dress will add an element of surprise to the images.

Mix patterns to create texture. The most foolproof way to do this is to contrast pattern size (i.e., a small pattern with an oversized one) while keeping the colors similar. If you choose to work with a stripe or a plaid, it's most effective when used in small doses. Avoid both wavy designs and really tiny prints.

Add texture through color. Pile on the rich jewel-tones for a glamorous look, working these colors in small ways into the whole family's look. Or use varying shades of a particular hue to create a soft but interesting color palette.

3. SHINE YOUR SHOES.

Nothing ruins a great shot like a beat-up pair of shoes so ask your clients to leave their Crocs and cross trainers at home. Instead the entire family should don their best footwear for the occasion, or else ditch them altogether in favor of (well-groomed!) bare feet.

Keep footwear age-appropriate. For children simple ballet flats, mary janes and loafers are best.

Statement shoes. Every woman knows that shoes complete an outfit, and this is the time to pick a really fabulous, wildly impractical pair that will elevate the whole look.

Clean & pretty feet. If your clients decide to go shoeless, make sure feet are well-groomed, and stay away from anklets or toe rings. Polish is nice but not necessary if you prefer a more casual look.

Heels help. Heels are always a flattering pick for women by enhancing posture, creating a longer line, and generally making a more flattering silhouette than a flat shoe.

Photograph by Megan Moore

Photographs, top to bottom, Kelly Garvey, Jennifer Dell



4. FLATTER YOUR FIGURE.

If you're going to immortalize an outfit, you might as well make it one that makes your client look her best. Ask clients, especially mom, to sit, stand and pose in front of a mirror in their ensembles to make sure clothes fit and flatter. Offer clients some wardrobe tips as they're planning what to wear (see box right).

5. AIM FOR CLASSIC BUT CURRENT.

Ditch the extremely date-able trends and stick to classic shapes like sheaths, straight-leg pants, and button-front shirts. Keep in mind that timeless doesn't need to be dreary. If your client's style tends to be trendy, classic shapes can make the color or pattern of the season more palatable in years to come. Classicists can pull timeless pieces from their existing wardrobes and update them with current accessories. Details such as color and texture are additional ways to make these items your own.



4 tips for flattering a woman's shape

★ If a woman carries much of her shape in her hips, a beautiful short statement necklace, a gorgeous collar, or a top with interesting details at the shoulder will draw the eye upward. A-line skirts, empire waist dresses (fitted just below the bust), horizontal necklines and straight-leg pants are all flattering silhouettes for this body type. Keep pockets and other details around the hips minimal.

★ If her body is proportional (meaning the hips and shoulders are about the same) and the waist is defined, she will be more flattered by vertical lines, such as a v-neckline or a long necklace. Recommend fluid lines, wrap dresses, belting at the natural waist, and boot-cut pants.

★ If the shoulders and hips are proportional but the waist is not defined, the illusion of a waistline can be created by adding interest at the hips and the shoulders with epaulets, collars, embellishments or color. Ruching at the waist helps to further define the waistline. The best pants for this type are a graduated flare.

★ If you'd like to post tips on your website or in a standard wardrobe sheet for clients to review prior to a session, recommend universally flattering options. All body types look gorgeous in wrap tops, a-line skirts, and jackets cinched at the waist.

Photographs (top to bottom): Tami Wilson, Ariana Falleni. Woman icon designed by Monika Ciapala for The Noun Project



6. AVOID MAKEUP MISTAKES. One of the most dreaded makeup blunders in photography is when the flash bounces off your subject's foundation causing her face to appear to be a completely different color than the rest of her. One of the main culprits of this is foundation with sunscreen. So if you plan to use an artificial light source during your session, ask your client to switch her foundation for the shoot. The rest of the makeup should be bolder than what she wears for her everyday look. Don't be afraid of color. A woman should make sure there is definition on the eyes, cheeks and lips because these features tend to fade in photographs if they are not accented with makeup. And while the color should be deep or bold, it should also be flattering. Stay away from harsh, garish colors or overly trendy makeup looks. Berries, reds, corals, plums and pinks are your best picks for lips and cheeks, and choose deep jewel tones for eyes, as well as grey or black. Beware of doing a very dark, smoky eye, as it may cause the eyes to look

Photographs (left to right): Lauren Ammerman, Jenn Jones



like they are sunken. And it goes without saying, use powder, powder, powder to eliminate shine! Of course, an appointment with a professional makeup artist is a fun and pampering way to kick off the day of the photo session.

7. GROOM THE GUYS. Some men are reluctant to switch up their style for family photos, so it's important to make sure that he feels like himself no matter what he's wearing. That said, the details for him matter as much as they do for the woman, especially because there are fewer of them. Make sure his shirt and pants are clean and well-pressed — no dingy whites. Shoes should be dirtless and shined. Socks should match the pants, not the shoes. Nothing like a white athletic sock peeking out from a pair of khakis to throw off a whole shot. If he's game, add interest with details like a cool knit cap, a great watch or a scarf as long as these items don't make him unrecognizable.



8. ACCESSORIZE ARTFULLY. It's trendy today to pile on a statement necklace, armfuls of bangles and multiple layered colors, but ten years from now, these details will date your photo. Instead, pick a couple of gorgeous pieces your client loves and limit it to that. For everyone in the photo, one or two carefully selected embellishments make a stronger impact than piles of care-less ones. A statement accessory is called that for a reason. One is best, and two is pushing it. The eye needs the statement pieces to add interest, but it also needs a place to rest. If the accessories are sentimental or meaningful in some way, even better!

Children should look like children. Limit the scaled down versions of adult accessories. If a single, oversized bow suits her style, go for it, but then scale back her other accessories to perhaps an additional sentimental piece.

Women can express themselves the most through accessories. A favorite way to add interest is through a gorgeous cuff in a strong color or a gleaming metal. If your client prefers earrings, make sure they are visible with her hairstyle yet not too distracting.



The Expert

Amy Wister will tell you that fashion is her passion. She learned early that one's body is a blank canvas just waiting to be painted with each individual's own palette. As a young child she remembers watching her height-challenged mother crank out one magical outfit after another from her sewing machine. Being witness to this creativity spawned Amy's desire to help women look and feel their best. In a quest to mix the best of her academic, career and passions, The Stylist Online was born. The company's core value is to provide women a roadmap for dressing their figures. Visit thestylistonline.com.

SESSION STYLING MADE EASY



Use a pre-designed guide for client style inspiration, designaglow.com



Design customized booklets to share important session information including what to wear, prodpi.com.



Create a Pinterest page with sample wardrobe choices and palettes.



Host an informational page on your website to share with clients.

Photograph by Leah Robinson. Wister portrait by Ekeakis & Elder Photography. Inset box: Bottom photograph from the website of Bethney Bachhaus, bethneybachhaus.com.



9. THINK OF A THEME. If it suits the client's style and your vision, choose a subtle theme to incorporate into your photo session. The theme can stem from a location, a particular family interest, or even from the clothing itself.

Try a few of these ideas:

Snow whites: layered clothing in shades of white with fur accents

Fall: tweeds, corduroys, and leather

Vintage: soft, dusty colors of mauve, gray and blue

English country: with vintage bikes, classic tweeds, etc.

Neutral: colored outfits against a very boldly colored wall

Black tie: formal looks on a white couch against a very simple background

Photographs (left to right) Laurie Yuenger, Katie Woodard

10. KEEP HAIR NATURAL. The ideal way for your clients to wear their hair is in the very best version of their natural, everyday looks. Suggest to mom that she pamper herself and invest in a professional blowout for a polished look.

For kids, pick simple, flattering styles that will last the duration of the session without requiring too much fuss. If the little girl's hair always ends up in her eyes, consider a headband or a clip to pull it off her face. Make sure little boy hair is well-groomed but not so neat and slick that he is unrecognizable.

Men, if possible, should be clean-shaven, unless they wear a beard. No stubble.

Treat hair accessories as you do any other accessory, and keep balance in mind. A standout hair accessory, whether it's a wide colored band for mom or a large flower hair clip for a girl, means keeping other accessories to a minimum. Limit the look to two statement accessories (anything bold, oversized, or colorful), and keep the rest of the adornments simple. ©



COLOR Inspiration

3 Fresh approaches to choosing a palette for photos

WORDS BY AMY LOCKHEART



Photo by Leslie Crane



COMPLEMENTARY

In art and design, the color wheel is an indispensable tool. Colors opposite each other on the wheel are complementary. Photographers can use the color wheel to guide clients to colors that look great together and don't clash. If a family loves the pairing of orange and blue, for example, suggest some pops of orange amongst varying tones of blues in cotton, denim, and chambray fabrics. For single subjects, recommend outfits that complement the tones in the location. In a green field, for example, dark pink stands out beautifully.

Leslie Crane, a Minneapolis photographer, uses the color wheel when helping clients decide what will look good in the location they've selected. "Most of the time I've scouted the location ahead of time so I have an idea how I want to use the colors available there. For my seniors who bring several outfits, this can be really fun."

Leslie Crane used complementary colors yellow and purple to create stunning photos of her senior clients.



Dress maternity clients in solid dresses that match their surroundings to highlight their beautiful form and features.

MONOCHROMATIC

Perhaps less popular but equally as striking, a monochromatic approach is both fresh and timeless. Tarah Beaven is based in San Francisco and loves that it's a bit unexpected to see a subject dressed in the same color as her surroundings. "There are a few reasons why this can make for interesting portraits," says Tarah. "Dressing to match your location puts the focus on the face and the person, not the outfit. It forces the viewer to break down the details in the photo since almost everything is a variation of a single color."



NEUTRALS

You can't go wrong with neutrals. When a client is struggling to find the right outfits for her outdoor family photo session, guide her toward neutrals such as grays, tans, and creams. They are in virtually every closet, easy to shop for, and look great on everyone. Neutrals are simple to coordinate, but the key is to encourage a variety of layers and textures to keep outfits from looking too similar or bland. Mix shirt styles, shorts and long pants, dresses and skirts in different fabrics. Add simple accessories to pull the look together.

Photographer Julie Kulbago loves neutrals, but also frequently suggests muted tones, such as blush, blues, and khaki. "I have found that muted tones look beautiful together in a family picture," says Julie. "When picking patterns, I encourage clients to only put one person in a smaller pattern so it doesn't look overpowering. I also recommend textures that will give photos interest such as lace, corduroy, and denim."

At left, muted tones are beautiful, subtle, and flattering. At right, it's the connection that shines in this photo.

THE *Style* GUIDE

How your clients' wardrobe can make or break your pictures

WORDS & PHOTOS BY ERIN KONRATH



Every morning, we all get up and dressed for the day.

Some of us may stand at our closets and ponder what to wear, trying on a million different things. (That would be me.) Some others may quickly grab the first thing they see. Some of us love this process, and some of us loathe it. But all of us participate in this daily act of styling ourselves.



As photographers, it's important to understand that the style of your subjects can elevate your pictures. It really can. Wardrobe can go hand in hand with conveying your photographic style. Shirts. Dresses. Coats. Hats. Shoes. Glasses. Photographers are drawn to very different styles. Knowing what your fashion sense is and how to make it work for you in your images will take your work to the next level. Also, knowing how attire can affect your storytelling will highlight your creativity and unique voice.

Remind your clients:

- You don't need to be a fashionista.
- You don't need to have champagne taste.
- You don't need to be an "it" girl.
- You just need to put some thought and care into it.

DOS

There are simple fashion rules that can elevate your clients' style.

Yes to timeless and classic. This includes simple dresses, button-downs, baby rompers, pea coats, khakis, V-necks, cardigans, ballet flats, brown knee-high boots, scarves, blazers, and fedoras. Trendy items are OK, but keep them as accent pieces. And if possible, keep them timeless, too — like animal prints, military-inspired pieces, sequins, wrap dresses, or patterned clothing. If you have a child who is totally into the trends of the year, try to steer him or her into choosing a trendy accessory, like a headband, scarf, or hat, so you can remove it at some point in the session and get a few classic pics, too.

Yes to mixing it up with different patterns — checks, plaids, stripes are all OK. Keep them on a smaller scale if you are trying to style a group. You can play with the large-scaled patterns if you are trying to make a funky, loud, and colorful portrait of an individual.

Yes to keeping it real. I have never gone out and bought something special for a shoot and I tell my clients they don't need to either. I can guarantee you that there is already something in your client's closet that will work perfectly. Keeping it comfy is key, too. Anything stiff and too formal will translate in the picture, especially for kids. Keep the dresses and boys' clothes in soft cottons or flannels. They'll be more relaxed, and these materials photograph better, too.



Bold, dark stripes mimic the rug and make for a modern lifestyle portrait.



I CAN
GUARANTEE
YOU
that there is
already something
in your client's
closet that will
work perfectly.

DON'TS

I hate to be negative, but some of these nos can really break a picture.

No logo wording on clothing. No "Gap," "Old Navy," or "Polo" splashed in huge letters across a shirt. Sorry, but this is never OK. (Accessories exception for storytelling next page.) When shopping for your family, just stay away from this trend altogether and you will never have this issue. When consulting with a client, please make sure you bring this up. It can truly ruin a photograph. Your eye will go straight to those words, therefore deeming them the most important part of the picture!

No to little newborn babies in starchy, frilly, or detailed outfits. And no jeans! Babies don't wear jeans. These outfits make baby drown

in the material and they can easily get lost in the photo. Keep babies in simple onesies or soft cotton rompers. Also, make sure that all of baby's clothes fit perfectly. I stress this to my newborn parents. Sometimes I even suggest sizing down in their onesie if they have just grown into that next size because usually that new size is still too big on them.

No to matchy-matchy. Just no. A group of people all in the exact same outfit is boring, strange, and very 1995. Right?



ACCESSORIES = GOOD

Accessories give your photographs that needed punch. They lend pops of color, personality, and interest. Everybody wears them well and they work for all ages. Here are some ideas for your client:



Hats: Hats frame the face, protect the eyes from squinting in full sun, and overall are just fun, fun, fun! You can also use them to strengthen your story; for example, putting a baseball cap on the boys if you are shooting a baseball-themed image. Wouldn't a boy in a Cubs hat at a baseball game make your image that much stronger? Now you know what team the boy is cheering on! The image above of my daughter was made stronger by giving her



Belts, socks, scarves and jewelry: All these things are going to give pops of color, and complete the outfit. They can be unexpected bits of fun, too, like crazy and colorful knee socks on a girl. Striped belts make a boring khaki and polo outfit more interesting. Shiny necklaces give an image a little glimmer and can be a good prop to give to someone who doesn't know what to do with their hands. Scarves can add color and texture and are incredibly versatile.



Shoes: I photograph in homes a lot, so I actually am a big proponent of no shoes. To me, they don't look right in the setting of home sweet home. Who hangs out on their bed or couch with their shoes on? Not anybody I know! But shoes in other settings can really help support a story. Patterned or colorful rain boots for a rainy day, cowboy boots to pair with a feminine dress for that awesome prairie girl look, motorcycle boots to amp up a street casual look, boating shoes to lend that extra dose of preppiness — the possibilities are endless!



Glasses: I love all things glasses — sunglasses, reading glasses, movie glasses, weird glasses. Glasses can



BIG SUNGLASSES ARE SO FUN ON A LITTLE ONE and on a sunny day can help eliminate squinting and raccoon eyes from harsh shadows.

be great to work with. Big sunglasses are so fun on a little one and on a sunny day can help eliminate squinting and raccoon eyes from harsh shadows. Tortoise eyeglasses can make a library story way more interesting or be the perfect thing to pair with a school-day themed shoot or a really preppy session. No movie picture is complete without the free 3-D frames that are handed out. And weird or silly glasses can make for some exciting shots, too!



TIPS & TRICKS

It's my job to help my clients look and feel great. Here are a few favorite tricks that I keep in my back pocket and end up using at almost every session:

- Any long-sleeved shirt looks way cooler if the sleeves are rolled. Want to make it even better than that? Add a bracelet or watch.
- Need an instant face framer? Pop those collars! I personally love that look and am forever tugging my kids' and husband's collars up.
- Got some cool shoes that deserve a spotlight or want to highlight bare piggies? Roll the cuffs!
- Toddlers in dresses and skirts should wear a diaper cover.





Clothing can help create a strong photograph. Here I noticed the repetition of the green leaves in her jumper, the reflection of trees in the washer and in the plants on top.

- Tuck in shirts on the little ones to give waists shape and the outfits a more finished, neat look.
- Whenever you can, use textured clothing to create beautiful photos. A little boy in a velvet blazer has much more impact than a boy in just a regular cotton one. Think angora, chiffon, suede, leather, tweeds, and wool.
- Have clips in your camera bag to pin back shapeless shirts on moms, bobby

- pins ready to pin back bangs that are growing out, and hair bands to make a darling topknot on girls to change up the look with little effort.
- Bring large thin scarves to shoots to use as accessories. They can be wrapped around two people to form a frame and create a really sweet connection. They can be used to play peek-a-boo or to create an awesome movement shot by using it while running or playing a parachute game.

- Have clients who are confused about what color scheme to go with? Tell them to look around their home. Is their house light and airy? Then they should go with softer colors and non-busy prints, if any, so the photographs blend in beautifully. Same idea for somebody who loves bright colors. Go for contrast! Oftentimes color preferences show up in both home décor and wardrobes, making it easy for clients to coordinate a cohesive look that looks great in wall art.



Tying her hair into a topknot made this photograph even more playful.

HAVE CLIPS IN YOUR CAMERA BAG to pin back shapeless shirts on moms.



WHERE TO SHOP

There are so many clothing stores out there. So which are the best? I consistently advise clients to visit these favorites.

For Kids:

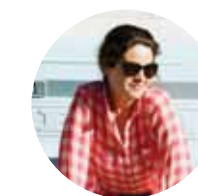
- H&M
- ZARA
- NORDSTROM RACK
- JANIE & JACK
- CREWCUTS
- TARGET
- ONCE UPON A CHILD
- BOUTIQUE CONSIGNMENT STORES
- GARAGE SALES

For Women:

- ANTHROPOLOGIE
- ARITZIA
- ASOS
- GAP
- NORDSTROM RACK
- H&M
- ZARA
- FOREVER 21
- BOUTIQUE CONSIGNMENT STORES

For Men:

- J.CREW
- TARGET
- NORDSTROM RACK
- BANANA REPUBLIC
- URBAN OUTFITTERS



Erin Konrath is a portrait and lifestyle photographer living in the windiest of all the cities, Chicago. She believes that no matter what you wear, you are never fully dressed without a smile. erinkonrath.com

THE NO-MAKEUP LOOK

Tips from a pro for natural-looking makeup & hair on camera BY MELISSA HOFFMANN

HOW TO DRESS

3 Questions for choosing the right clothes

Is it comfy? Nobody wants to spend an hour or two dressed in something that pinches, chafes, or itches, especially children and dads, who won't hesitate to make their displeasure known. We recommend each family member wear their photo shoot outfit around the house for at least 10 minutes to try it out if they haven't worn it before, shoes included!

Do you feel beautiful? When you feel like you look super, your outfit is flattering, and you are the best version of yourself, you'll have a natural glow for the camera. If your client thinks she's found the perfect outfit that looked gorgeous on the rack, but not so much on her own body, it's ok to ditch it and go with her proven outfits. Guide your clients to aim for styles that fit perfectly and flatter their body type.

Is it you? Simple but profound. Every person in the family should wear clothing that is an honest reflection of his or her style and stage in life. Ask your client if she'd wear the outfit on any given special occasion. If the answer is "absolutely," you're good to go. If she hesitates, it's a sure sign the outfit isn't quite right and she may not be happy with the photos. Guide your clients to aim for timeless attire rather than the latest trend.

Gone are the days of applying heavy makeup for the camera. Subjects can look beautiful and true in photos, without having to spend hours on complicated hair and makeup.

START WITH HEALTHY-LOOKING SKIN. Find a great moisturizer for your skin type and use it in the morning before makeup, and at night before bed. My favorite moisturizers are from a French brand Embryolisse, a cult favorite with professional makeup artists everywhere. I love the Lait Crème Concentrate for normal to dry skin, and the Hydramat Emulsion for oily skin. (You can get them at Target now!)

STAY HYDRATED INTERNALLY. I always tell my clients to drink plenty of water the day before and the day of the shoot for a natural glow.

LET YOUR HEALTHY SKIN SHOW. I love makeup products that enhance rather than cover up. My favorite foundations to even out skin are BB creams and tinted moisturizers. My favorite BB Cream is Tarte's Amazonian Clay BB Tinted Moisturizer SPF 20. And you can't go wrong with Laura Mercier's Tinted Moisturizer.

GET YOUR CREAMY GLOW ON! I love to use a cream blush and highlighter for a lit-from-within glow. Apply cream blush with your fingertips on the apples of your cheeks and blend up the cheekbone until the color looks like a soft flush. My favorite cream blushes are RMS Beauty's Lip2Cheeks and ILIA's Multi-Stick. And for a natural-looking highlight that glows rather than sparkles, RMS Beauty's Living Luminizer is the best! Pat a little using your fingertips on the top of the cheekbones, bridge of your nose and cupid's bow of lips for a gorgeous glow.

LIGHTLY FILL IN YOUR BROWS TO ADD DEPTH. Full, natural brows are youthful looking and keep you from looking washed out. Brow gels are the best for adding fullness and color. My favorite is from Anastasia Beverly Hills. Choose a color that's matching or one shade lighter than your brow hair, and comb through your brows, concentrating on areas where the hair is sparse.

●
WHEN YOU FEEL YOU are the best version of yourself, you'll glow on camera.

HIGHLIGHT YOUR EYES WITH MASCARA AND A TOUCH OF EYELINER. Keep the eyes really simple but still impactful. I like to apply a brown or bronze eyeliner on the top of the lash line and use my finger to smudge it. My favorite eyeliners that smudge and stay put are Teddy from MAC Cosmetics, and Marc Jacobs' Highliner Gel Eye Crayon in Ro(Cocoa). Finish your eye with a volumizing mascara that makes your lashes look fluttery. I love Too Faced Better Than Sex Mascara for doe-eyed lashes.

ADD A JUST BITTEN LIP COLOR TO FINISH. Tinted lip balms are the best for a no-makeup look. They add a hint of color that looks like your natural lip color but better. Burt's Bees has excellent tinted lip balms. I also love Fresh's Sugar Lip Treatment in Rose, Honey or Nude.



Photo by Jen Bilodeau



Photo by Lissa Chandler

FOR EFFORTLESS-LOOKING HAIR, THINK BEACHY WAVES. I love to give waves and texture to the hair so it looks natural and moves in photos. I think the easiest method is to give a light, all-over mist with a beach spray and comb through your hair. My favorite beach spray is the Wave Spray by Ouai. It adds texture without making your hair crunchy or dirty. Take a 1- or 1 1/2-inch curling iron or wand and wrap 1-inch sections around the iron, holding the last inch or two out. Place the iron with the cord end up for the best-looking wave. I like to start wrapping the hair away from the face in the front, and then alternating the way I wrap each piece so it looks natural. Once you finish waving your whole head, let the hair cool. Then use a dry shampoo or texturizing spray to spray at the roots for volume. I love the new dry shampoo from



📸 **Melissa's** work has been featured in Martha Stewart Weddings and Real Weddings Magazine. Get Melissa's free makeup guide, "The Five Minute Makeup Look" on her blog. Visit her at melissahoffmann.com.

Kristen Ess at Target, but for the ultimate in dry shampoo, try Oribe's Dry Texturizing Spray. It's a little pricey but it's divine! Let it sit for 30 seconds, and then massage it into your scalp. Use your fingers to separate any waves that are too chunky. Finish with a light, flexible hold hair spray to keep in place and tame fly aways. My No. 1 hair spray is L'Oréal's Elnett Satin Extra Strong Hold Unscented Hair Spray for flexible, brushable hold that isn't too stiff but lasts all day.

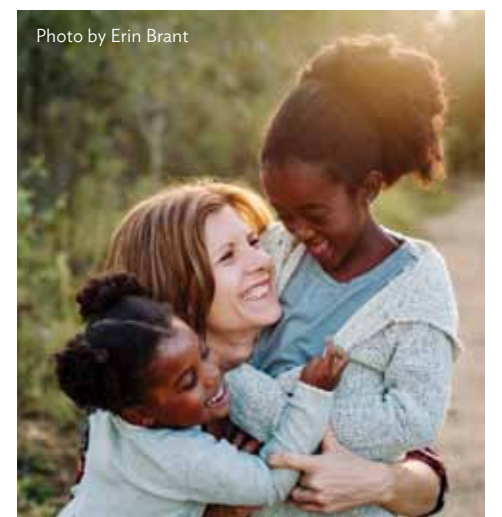


Photo by Erin Brant



Senior Style

Wardrobe tips for your teen portraits **BY MICHELLE MOORE**

ONE OF MY FAVORITE ASPECTS of my senior and teen photography business is the outfits and styling. I love gathering inspiration online and seeing what clothes my clients bring and tying it all together with their personality, the location and my photography. Keep in mind I do not style my clients like a fashion shoot or by choosing looks for them outside their personality. Instead I've tried to attract clients who possess the styles I love to photograph and give them tips to perfect their natural fashion sense. If you find the clothing, fashion and styling are what get you most excited about your sessions, but are struggling to make it all work, I'm going to share my secrets with you about how to bring it all together.

Style check. Understanding your visual style is paramount to finding success in your business — and with your clients' wardrobe. The best thing to do when getting started is to collect visual inspiration and ideas of things you love. It can be clothing styles you enjoy, colors and shapes, favorite brands, and just about anything that makes your heart skip a beat. Collect your inspiration in a folder on your desktop, on Pinterest boards, or even go old school with magazine tears and printed photos to create a collage or mood board. Having visual reference handy will keep you inspired and inform you of what you dream of photographing.

It's important to know what you like to photograph because it will help you understand your ideal client. Once you get to know "her," you'll be heading in the right direction to get those clients in the door. If you are brand new to senior and teen photography, or looking to take your brand in a new direction, I highly recommend creating a few personal photo shoots where you choose the styling and wardrobe to showcase examples of what to wear and how it works with your favorite locations. Use these



as examples to excite future clients who share the same love of the styles and inspiration you choose to display in your portfolio!

Help your clients with wardrobe. Collect and gather your visual inspiration so you can share online and with your clients. I have two ways of



doing this. One is a Wardrobe Tips page I send directly to my client with things to keep in mind, and the other is visual inspiration I have on a Pinterest board (pinterest.com/michellemoore) that I publicly share with potential and current clients (also open to photographers and anyone else who wants to look through it.) All my Pins are things I love and that excite me visually.

I don't expect all my clients to look like they stepped out of a magazine. It is simply unattainable and not the reality. These inspirations purely serve as a general mood of what I enjoy shooting in the hopes it will attract like-minded clients to book me for their session. My wardrobe tips go in-depth about the specifics of how

to come prepared to your session. Never think of anyone's style as wrong; simply help your clients feel confident in what they have to bring to their session.

Once you have your visual inspiration, compile a list of all the little details and things you want your clients to watch out for. Think of the things that are working in your favorite images, as well as what has worked (and not worked) from your own experiences. You can add to this as you grow as a photographer and learn what does and doesn't work for your shooting style. The biggest thing I learned was telling my clients to think about their entire outfit from head to toe — including shoes! I used to have girls bring

3 DETAILS NOT TO MISS

Nail Polish! Make sure your clients get a fresh manicure or paint their nails a day or two before their pictures. Chipped polish shows up in pictures, especially in poses with hands near the face. **Undergarments,** especially bra straps! It's important to remind women, especially teens, to make sure their undergarments are appropriate for their outfits. If they have a sheer top, make sure they remember a tank to wear underneath. If they are wearing a strapless dress, or spaghetti strap shirt, a strapless bra is a must. Mom will thank you, and you'll save yourself hours in Photoshop. **Accessorize!** Having an accessory can polish any look. Bringing a hat or a scarf can be a little something extra your client can work with when posing.



Ugg boots to go with their dresses because they weren't thinking about the bigger picture. You need to give them head-to-toe tips for success.

Phrase your tips in concise and friendly notes, and share them with your clients ahead of time. I like to put a positive spin on each one, and stay away from saying things in a negative tone:

DO SAY: Make sure to get a fresh coat of nail polish before your shoot.

DON'T SAY: Don't arrive with chipped polish on your fingers because it will look bad. It sounds much better to encourage your client to DO something instead of saying NO or DON'T.

Your clients will thank you for providing them with tips, and feel more confident arriving to a

shoot. Even the simplest things are forgotten, so don't be afraid to spell everything out for them. I tell my clients exactly the number of outfits we will photograph, and encourage them to bring additional options so I can narrow the choices down to what will look best on camera.

Factors to consider for your clients:

Time of year. It's important to wear weather-appropriate clothing. It looks out of place to wear a scarf, jacket and boots at the beach, as much as it does to wear a short dress and heels on a cold winter day. Remind your clients to prepare for the season and dress appropriately. **Locations.** It's also important to know your locations and what

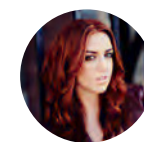
outfits work best. Heels are not appropriate for grassy parks, but wedges and boots look fantastic. Bare feet or sandals are best for the beach, and boots look best in urban locations. Consider these factors when discussing your locations with your client as you want to make sure she will be comfortable posing in what she's wearing. I have a list of locations I always shoot at, and choose which is best for my client based on her preference for either a park or urban look. That way when she arrives with her clothes at my office, I can make a final decision on which of those spots will work the best. Your client may tell you she is a nature girl and arrive with a bag full of clothes that will work better in a cityscape.



Backdrops. Once I have seen the outfits, and know where we are headed for the photo shoot, I map out in my head which backgrounds I will use with each outfit. I think about the color and type of outfit. For example, I try and coordinate the colors with the outfits so I don't end up shooting a blue dress on a blue wall. If she's wearing a dress, I don't have her sitting on a staircase.

Once you have all the key elements in place share your favorite client shoots in your portfolio and websites. Showing examples of your clients rocking great style helps future clients know what looks good. I also impress upon my clients that it's not necessary for them to run out and buy a new wardrobe, but instead to see how they can use these inspirations to put together existing clothes for a successful portrait.

A simple white t-shirt, jeans and a favorite pair of shoes will look fantastic as long as you bring your client's personality through the lens. ©



Michelle is a fashion editorial and high school senior portrait photographer working in Seattle and Los Angeles. She loves helping high school seniors reveal their inner and outer beauty, focusing on bringing awareness to a healthy body image. Michelle's first e-book, *Posing & Moore: The First Official Non-Posing, Posing Guide for Teen Portrait Photography* (\$149) is available at michellemooreblog.com/posingmoore.

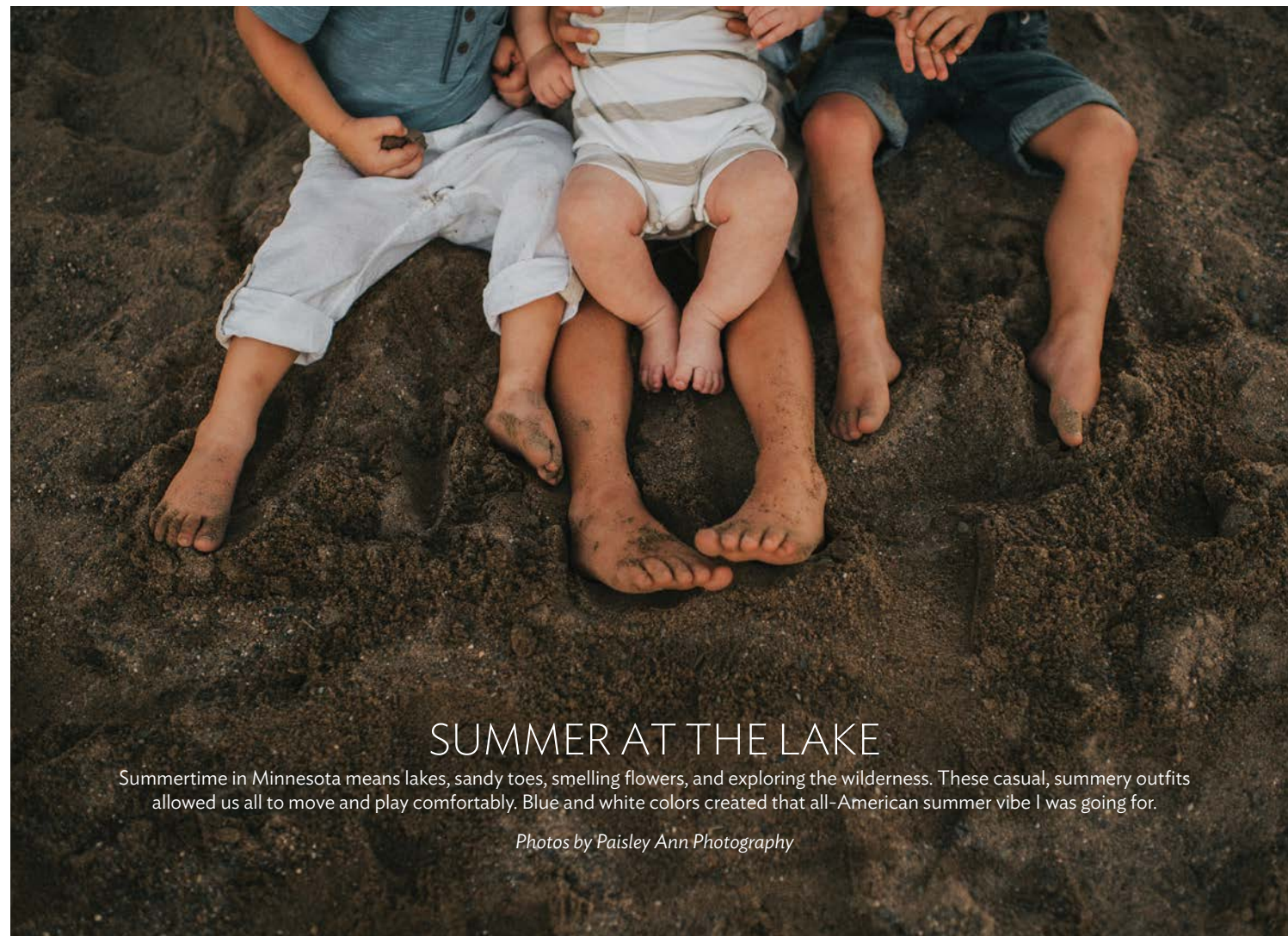
One Family, Four Styles

Beautiful wardrobe inspiration for cohesive family photos in a variety of locations

WORDS BY COURTNEY KARBAN

When it comes time to help clients plan their outfits for their photo session, the first step is to pick a location. The environment and season will guide the color palette, styles, and overall feel of the session.

I make sure we have family photos taken at least once a year, and love the challenge of styling my own family with four young boys. Here is inspiration from four different sessions to give you a sense for why it's so important to consider environment first.



SUMMER AT THE LAKE

Summertime in Minnesota means lakes, sandy toes, smelling flowers, and exploring the wilderness. These casual, summery outfits allowed us all to move and play comfortably. Blue and white colors created that all-American summer vibe I was going for.

Photos by Paisley Ann Photography



DREAMY BEACH SHOOT

When I think about the beach and the ocean, I dream of turquoise and blue. I wanted the attire for the session to emulate the soft tones of the sea and the gentle movement of the waves. I opted for a flowing dress that would move with the soft breeze, and coordinating neutral and soft blue tones for the guys. And shoes were easy here – none needed!

Photo by Paisley Ann Photography



8 Tips for Styling a Family

BY COURTNEY KARBAN

Having family photos taken is so exciting but it can also be daunting to pull together outfits for the entire family. Where do you start? As a photographer, you know what looks great on camera, and guiding clients as they pull together outfits is an invaluable service that will keep clients coming back. Here are eight tips for your clients as they style their session.

- 1 Use location for inspiration.** The location and time of year should guide the wardrobe choices, and ideally the location is selected before the outfits. A flower garden or field of wildflowers is great for neutral, romantic attire, whereas bold colors are wonderful on a cloudy fall day. Think about how the environment will complement the outfit choices to ensure a cohesive feel.
- 2 Begin with mom.** It is so important for the mom to feel relaxed, confident, and beautiful on the day of the family session. I always ask mom if she prefers a dress or pants and then assist in building options from there. Think about the practicality of the outfit. Does she have young kids and will be moving or crouching a lot? Then a short dress might not be a great fit in this scenario, but longer dresses, maxi skirts, or pants would be a great place to start.
- 3 Use similar color families to keep the outfits cohesive** and varying lengths on top and bottom to add texture. You don't want everyone to look too similar. My family consists of four young boys, and it is hard to make sure they aren't all in jeans and a t-shirt or shorts and a polo. It is easier to achieve varying looks if you have both boys and girls. For our family specifically, I try to have a variety of short sleeves with long pants or cuffed shirts with shorts. I also try to make sure not everyone has a collar on their shirt, so I often opt for V-neck tee shirts or hoodies for a couple of the kids.
- 4 Layers can easily elevate** and add interest to an outfit. Add a solid button up left open or a cardigan over a blousy top or dress, and hats and scarves for winter sessions. It is those little details that pull the location and outfits together for a visually appealing, stunning family session.
- 5 Shoes matter.** Overlooking the shoes is a big mistake that I notice time and again. Remember shoes play an important part in an outfit, and sometimes no shoes at all is the best choice. Footwear should be dependent on the environment, season, and type of session.
- 6 Make sure the youngest doesn't wear the same color as mom and dad.** The baby of the family is most likely going to be picked up by either parent at some point during the session. Make sure her outfit contrasts nicely with mom's and dad's clothing.
- 7 Lay everything out together.** Before I make my commitment to clothing for any family session, I lay it all out on the ground and see how it looks together. Photographers should encourage clients to send a picture to make sure everything looks great together. Trust your gut – if something feels a little off, it probably is. I usually have a few options that I switch in and out until I have it just right. Once it feels like you've got it, set the outfits aside and forget about them until your session or you could drive yourself a little crazy.
- 8 A smile is your best accessory.** Don't forget to remind your clients that they will look beautiful when they are having fun. Smiling, laughing, being affectionate, and enjoying your time together is the perfect icing on the cake.

ROMANTIC SPRING SESSION

Spring feels light, bright and dreamy. This session took place in romantic surroundings, so I played with a tone-on-tone concept with subtle pops of blush and mint. These colors paired with the buttery, golden sun and the light and airy style of the photographer made for the perfect spring session.

Photo by Bethney Backhaus



A full-time mom to four busy boys, Courtney's passions are her lifestyle family photography business and styling clients through her online and pop-up boutique Hazel and Blush. She empowers women to feel confident and stronger with lifestyle fashion while serving the community by donating a portion of profits back to a local women's and children shelter.



BOLD FALL COLORS

Fall is one of the prettiest seasons in the Midwest. I went with beautiful tones of yellow, olive, and burgundy, and made sure to add layers and texture. The apples, bold yellow tree, and deep green foliage complemented our outfits perfectly.

Photo by Paisley Ann Photography



RULES TO STYLE BY

How to help clients plan their wardrobe for a shoot

WORDS & PHOTOS BY ALLISON GIPSON

WHAT SHOULD WE WEAR? As photographers, we know what an important question clients pose when they speak those four little words. Clothing can absolutely set the tone, mood and style of a shoot in every genre of photography. And not only do we want our clients to look and feel their best, we want to capture them in their best light.

I specialize in lifestyle/documentary family sessions. I live in Honolulu, and serve all of the

Hawaiian islands, and often fly to neighbor islands to capture vacationing clients. They crave unique, fun, nontraditional portraits, as well as photos of those candid, unscripted moments. When they contact me, they really do need my help, especially with location, direction and planning, and to keep the stress out of planning outfits — they're on vacation!

I want to create beautiful works of art for my

clients, but I also want them to feel good about the entire experience of having their portraits made. During the planning stage, I have my clients stay in contact with me by phone calls and text messages while they're choosing their outfits. This is key: I want them to plan their outfits. I've found that as soon as the family's key "planner" chooses something she loves to wear, the rest of group can be easily coordinated from there.

PERSONAL STYLING

3 Ways Allison helps her clients look their best

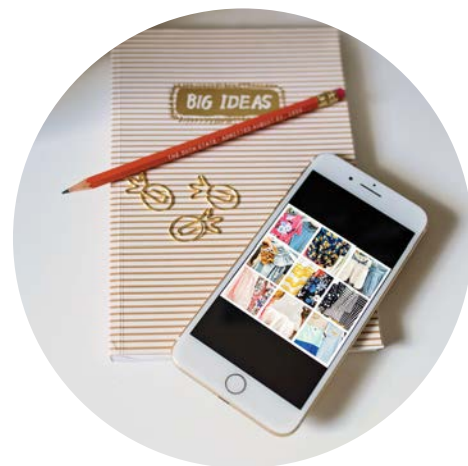
1. I begin by telling a client: Go to your closet and pick out one to two base pieces you really like. Do you have a favorite pair of pants that look great on your husband? A cute dress you just have to wear during your session? A shirt that's just fabulous on one of your littles? Use those anchor pieces to build the wardrobe for the shoot. Then go from there.
2. Where to shop? If we determine a few new pieces are necessary for the session, I like to offer a few recommendations. I try to give a great mix of big name stores as well as local

boutiques. Shopping local is something very near and dear to my heart. As a small business owner, I try as much as I can to frequent other small businesses and give them my support. (I love to shop and find myself browsing every few weeks to make sure I have ideas and places to send my clients. It's hard to give advice on where to go if you haven't been doing a little bit of research.)

Current favorite shops where I send clients include Old Navy, The Gap, Anthropologie, Zara, Forever21, Target and American Eagle.

Honestly, when it comes to looking good and keeping up with trends — especially for photos — I think you can save money and these places are some absolute favorites.

3. Specifics come into play when I talk on the phone with my clients. Not only is this a great time to start to get to know them and get a general vibe going but I always ask about clothing ideas or what they're thinking. I encourage texts and photos while they are putting outfits together and are out shopping and offer help and advice throughout.



Dos

- Timelessness
- Movement
- Comfortable, flattering pieces
- Textured, muted fabrics

Don'ts

- Logos, brands & characters
- Neon colors
- Matching outfits
- Clothes that pull focus from the subjects themselves



I WANT TO CREATE BEAUTIFUL WORKS OF ART,
but I also want clients to be happy ... and [to] feel good about the experience of having their portraits made.

On session day, those uh-oh outfits may still make an appearance. Believe me, I've seen it all, from riotous Hawaiian shirts to no shirts at all to formal wear to well-worn leisure wear. Something that absolutely has helped me in these sensitive waters of fashion dos and don'ts is knowing deep in my heart that our session is so much more than clothing. The moments, the

smiles, the togetherness are so much more than color choices and the latest designer clothes. In the end, I am providing a unique and specialized service to my clients. I want them to look amazing and feel beautiful and confident, but I also want them to just have fun and be happy. As for me, I couldn't be any happier to be their photographer.

CLOTHES LINES

Tough wardrobe questions and how to answer them



Can we dress to be totally comfortable? I think with such a casual feel to many of my sessions that clients may fall into that category of not wanting to plan too much. I often hear mom say "I'm just going to wear khakis and a top." Or "I'll just make my husband wear some khakis and a button-up." While I really want my clients to be comfortable and urge that during planning, I do encourage them to spice it up a little bit. My take is if they are investing time and money, I would love them to look amazing too.

What hairstyles? I prefer longer hair to be left down to showcase movement. I disclose to many a client that in the land of sunshine and rainbows we also have wind and breeze. Perfectly kept hair will not happen. I joke at all sessions, "Many famous people pay for expensive wind machines and Mother Nature is giving us one heck of a deal today."



Can we wear accessories and jewelry?

Please accessorize, but less is more. When it comes to kiddos, make sure they like or are used to wearing bows, headbands, hats, before the session day. I never want to take anything away. Because we're in Hawaii, we try to incorporate things unique to the islands: flowers, pineapples and leis. Any location can do the same, incorporating local flavor into a session — as long as it isn't distracting or takes away from the outfits.



“STYLE IS A WAY TO SAY WHO YOU ARE WITHOUT HAVING TO SPEAK.” – Rachel Zoe



Are patterns O.K.? Yes, but try to limit them. We sure do love our Hawaiian prints here, but let's allow only one person to showcase his "aloha wear." Same goes with florals and other prints. Prints are a great way to break up and boost certain locations, so I encourage them at the beach. I can't resist a gorgeous floral, and they are fun and easy to coordinate.



What shoes? I recommend simple, comfortable and something that won't distract from their outfit choice. I try to recommend no socks and tennis shoes or Crocs or the like. When we're on the beach, I always make them take off their shoes. Always.

The session day surprise! Of course, I still get wardrobe situations that are completely out of my control: extremely wrinkled clothes, missing buttons, temporary tattoos, neon wristbands, three different Hawaiian prints and I could go on. (I think we've all been there!) When these moments happen, I have to make the most of the situation by shooting creatively. ©



📷 **Allison** is a lifestyle and documentary photographer who lives in Honolulu, Hawaii. She is inspired by bright colors, real moments and all things pineapple.