



## What to wear?

---

More than any other question, I am always asked by clients what they should wear to their family session. What you wear sets the tone for your pictures , so choosing your outfits can be a daunting task, but it doesn't have to be! While every session is different , there are a few tried and true tips that I wanna share with you !

So grab a cup of coffee, sit back and read on ...

# Comfort is key

---

The most important thing to remember is that your clothing should reflect your own personal style, you should feel comfortable and wear something that makes you genuinely confident and happy.



# Consider your home decor

---

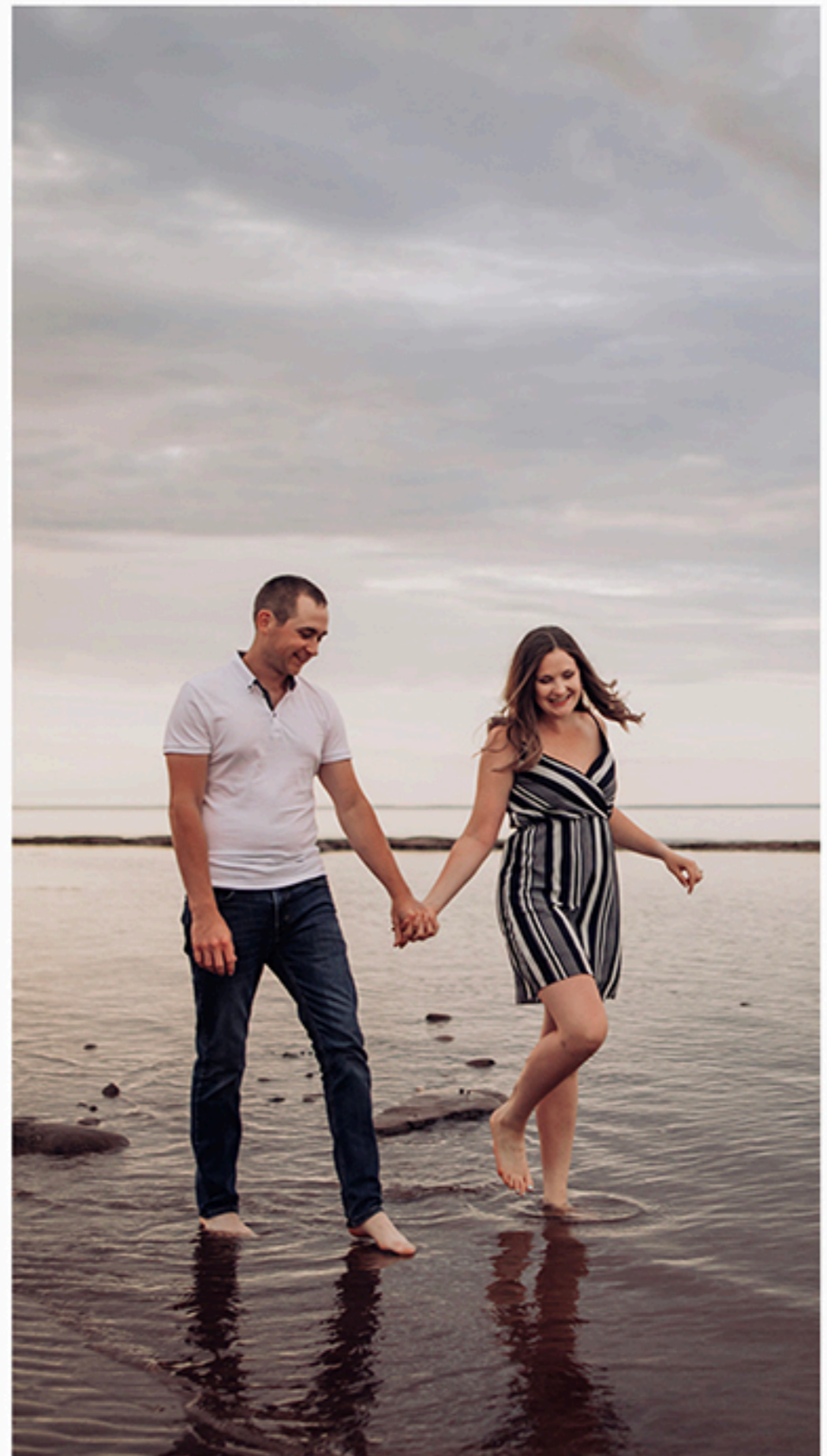
When you are picking a color scheme please bear in mind that these colors will be the colors displaying on your wall so you would like your images match with the interior of your house.



# Consider your location

---

Always keep your session location in mind when choosing your outfit. You don't want to blend with your background. If you want natural looking, relaxed images, dress in a way that's appropriate for your location. For example, if you're shooting your family photos down by the beach, then light summery clothes and bare feet will be perfect.

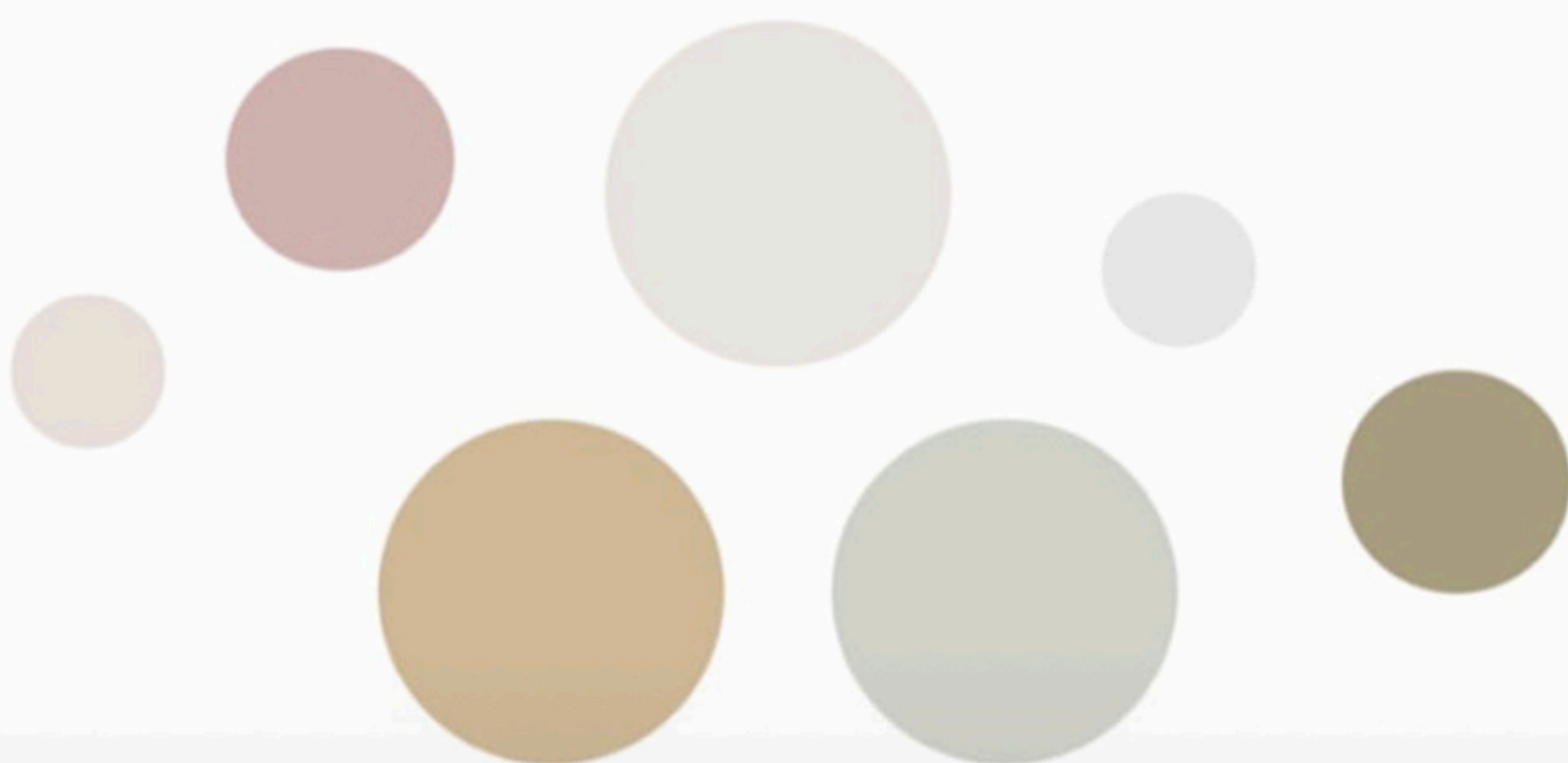


# Colors, patterns and layers

---

## 1. Pick the colors first

I recommend that you start by selecting a base of 2-3 colors and carry those through the outfits so that everything "goes" together but doesn't match. Keep in mind that the colors you choose for each family member do not have to match, but they should look nice together. You don't want everyone looking the same. Mix neutrals with some accent colors . Neutral colors create a soft and elegant style, and will give your images a timeless feel.



## 2. Start with one person first

My advice is to start with mom's outfit first. This will set the pace for the rest of the family's wardrobe. When you are choosing your outfit, try mixing it up with textures : linen, lace, a denim jacket , hat etc...



### 3. Choose classic over trendy

Think about choosing neutral, pastel colors and avoiding trends. Go for classic, timeless looks that will stand the test of time. The last thing you want is to look at your photos 10 - 20 years from now and question your fashion choices. I recommend staying away from logos, characters, or other selections that could date your portraits.

### 4. Layers, patterns and textures

Layers are one of the best ways to add a pop of color or a variety to your outfit. Consider throwing on a cardigan or jacket over a dress, add a scarf or throw on a belt. For the boys think blazers, hats, suspenders, etc.

Patterns can make your wardrobe look less boring and add some interest! When choosing patterns, look for small simple patterns in soft or neutral colors. Stay away from loud patterns which can be a distraction in portraits.

Textures are wonderful too! Think lace, ribbons, ruffles, crochet, and embroidery ... the possibilities are endless!

neutrals love





basic neutrals love



# earthy neutrals



rich tones



simple and classic



# Accessorize

---

You can really play up an outfit and add personality and interest to your photos with accessories. Accessorize but keep it simple. Hats and scarves are easily exchangeable and can add special touches to the photos. Fresh florals in a crown can be a really romantic touch for you and your girls as well.

Here are some other accessories to consider :

bow ties

bows and headbands

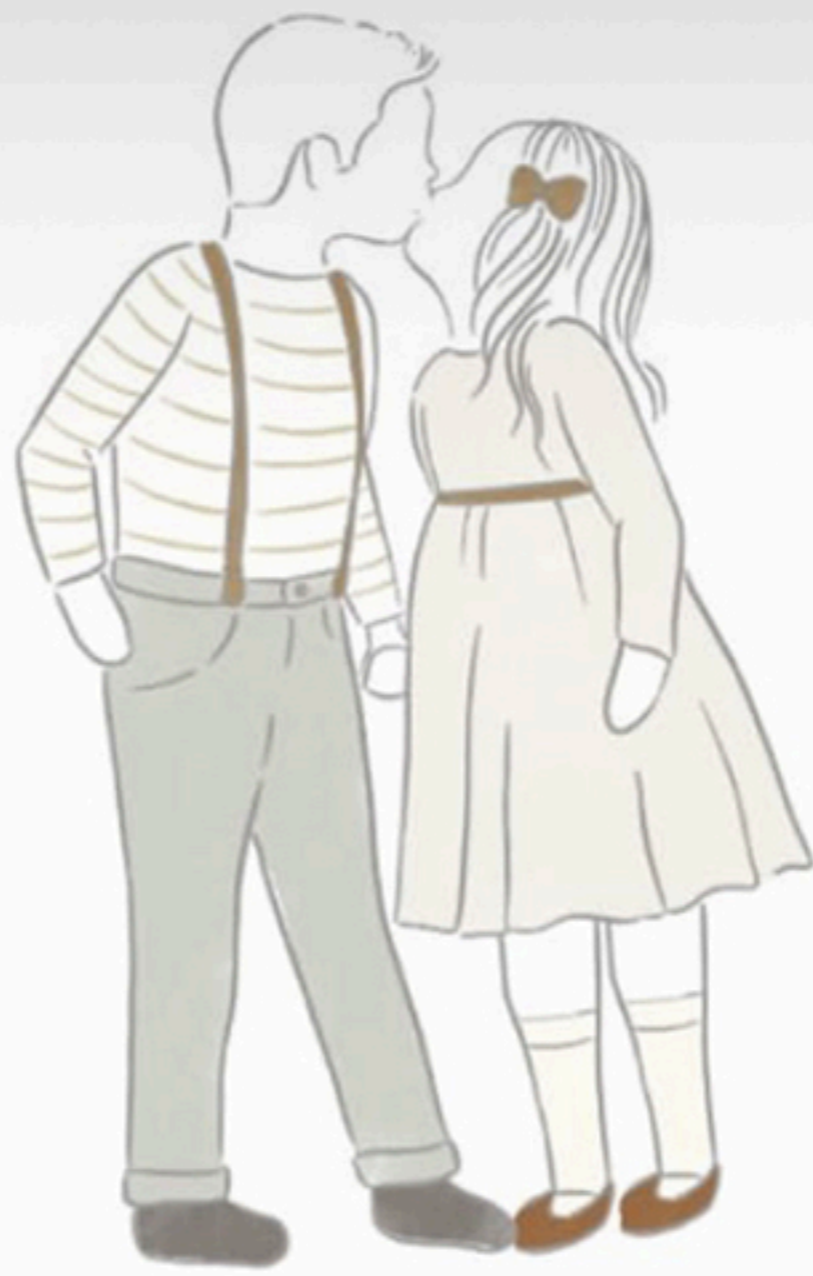
suspenders

knee socks for girls

necklace or bracelet for mom

flower crown





## Tips for dressing the kids

---

First and foremost make sure they like what they are wearing and that the clothes fit perfectly :) They should also feel comfortable wearing the outfit you chose for them, especially the shoes. If your daughter doesn't like wearing dresses, don't force her to wear one for picture day. If your son thinks that suspenders or a bowtie is uncomfortable or silly, don't make him wear those. Happy kids make for happy photos!

If you have multiple children, don't feel like you need to put them all in the same type of outfit. Mixing up the wardrobe pieces will bring a great visual interest to the photos.

Just avoid neon / very bright colors and character t-shirts etc.

# It's all in the details

---

## 1. Let's talk footwear

Shoes are a very important part of wardrobe and they make the whole look cohesive . Choose colors and styles that coordinate with the choice of your outfits. Steer clear of flip-flops, tennis shoes (sneakers may work), or shoes that are too worn out.

## 2. Hair and make up

Professional hair and makeup is a splurge but it is decision you will never regret. What better excuse to pamper yourself than a photo session ? The more confident you feel with the way you look, the more relaxed you will be in your photos. Many salons in Chicago also offer "princess" updos or french braids for little girls.

## 3. The details count

Remember to iron the outfits and wait until you arrive at your location to dress your littlest ones. It is also a good idea to check your nails for chipped polish. You are investing time and money into a custom portrait session, take the time to ensure everything is on point.

# Just relax and have fun!

---

I want you to have fun picking your clothes. Use resources like Pinterest or photography websites for examples you like of coordinated families. I love to help style sessions so feel free to send me photos or links of outfits you are considering and I can help edit down your choices. Once you pick out your clothes, relax! Sit back and enjoy your session! Remember to have fun!

## FAVORITE STORES TO SHOP

Mom – Anthropologie, Gap, Nordstrom, Target, Jcrew, Free People, Zara, Amazon

Dad – J Crew, Banana Republic, Old Navy, Nordstrom , Amazon

Kiddos – Zara Kids, Baby Gap, mini Boden, Hanna Anderson, Crewcuts, Etsy