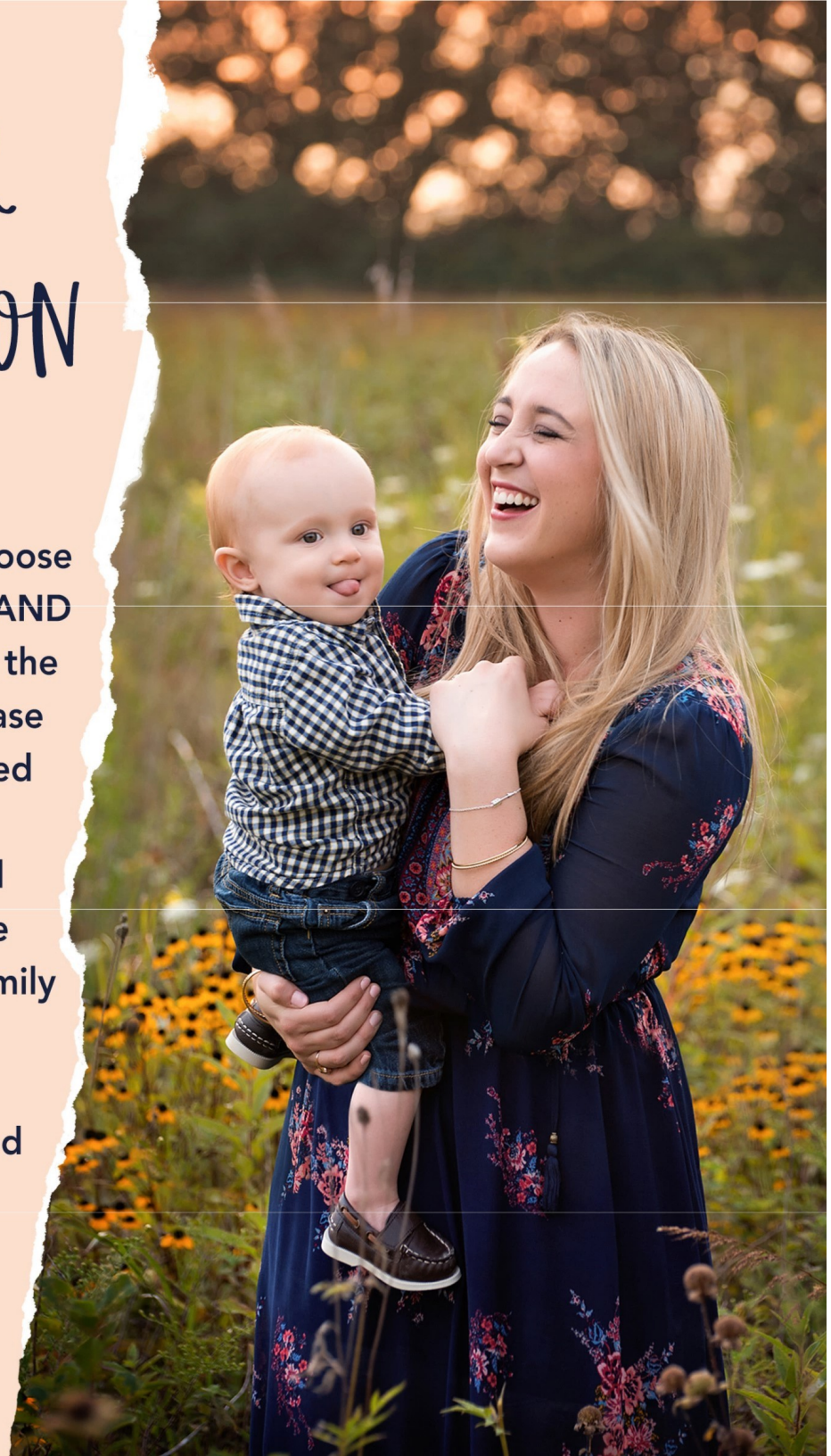


WHAT TO WEAR AT YOUR SESSION

I know it's a lot of pressure to choose the right outfits, look your best, AND get tiny humans dressed and out the door on time for photos, but please don't stress! This guide is designed to help take away your anxiety :) Styling/clothes are merely a small part of a session, they are not the main thing. Your love for your family is the main focus!

Let me assure you, you don't need to be a fashionista to get good pics! You just need to follow the tips in this guide.



DOS AND DON'TS FOR OUTFITS

🌀 Do choose 1 or 2 main colors and coordinate a color scheme around them. The brightest color should be used sparingly as an accent color.

🌀 Do layer pieces, textures/fabrics, colors, solids, and patterns.

🌀 Do accessorize! Bring cardigans, hats, have fun!

🌀 Do aim for timeless and classic.

🌀 Moms, do choose your outfit first! Something that makes you feel fabulous and confident :) Then build everyone else's outfit around yours.

🌀 Don't wear all white or all black. (May use sparingly. Cream or navy/charcoal are preferred.)

🌀 Don't match everyone in the same exact outfit/color.

🌀 Don't choose large or gaudy patterns (unless you really know what you're doing).

🌀 Don't wear shirts with logos or sayings on them.

🌀 Don't choose ill-fitting clothes/shoes, or clothes/shoes that limit mobility.



CHOOSING A COLOR PALETTE

Are you confused about what color scheme to use? Look around your home. Is your house light and airy?

If so, you should go with softer colors and subtle prints (if any) to blend beautifully with your decor. Do you love to decorate with bright, bold colors? Go for contrast in your session attire!

We want your personal style reflected in your photos so you'll be proud to hang them up as wall art!

CLOTHING INSPO



FLATTERING YOUR SHAPE

If your hips and shoulders are proportional (equal width) and you have a defined waist, v-necks, fluid lines (like wraparound dresses), and long necklaces will look flattering on you. If you're feeling fun, try choosing some flowy pieces to add movement to your pics!

If you carry most of your shape in your hips and middle, a necklace, scarf, or top with interesting details around the collar, shoulders, or bust will draw the eye upward if you don't want the focus on your middle.

Empire waist dresses (my personal fav) are super flattering on this body type. For maternity photos we usually DO want the focus on your middle, so feel free to choose pieces that hug that bump.

Universally, all body types look gorgeous in wrap-tops, wrap-dresses, A-line skirts, and jackets cinched at the waist.



HELPFUL TIPS

- 🌀 We will be active during our session, so please keep shoes and hairstyles appropriate.
- 🌀 Avoid neon colors at all costs!
- 🌀 Please don't forget to ditch the hairtie around your wrist.
- 🌀 To avoid wrinkles, iron or steam your clothes before your session.
- 🌀 For winter sessions, you can skip bulky winter coats by layering up with undershirts and long underwear! Add puffy vests and/or scarves for a pop of texture and extra warmth.
- 🌀 Babies and toddlers in skirts and dresses should wear diaper covers.
- 🌀 Make sure the youngest doesn't wear the same color as mom and dad. The baby of the family will likely be picked up and held by a parent, and we want them to contrast nicely.
- 🌀 If you still feel stuck on ideas, go neutral! Greys and creams never go out of style and are almost impossible to screw up!



ADDITIONAL RESOURCES

Kate Lemmon's Pinterest page has lots of "What To Wear" boards for different seasons and different types of sessions.

Here is the web address where you can find them:

<http://www.pinterest.com/katelphoto>

I also suggest checking out Baltic Born because their women's clothes are beautiful starting pieces! You can build the rest of the family's outfits around them!

There are also many places where you can RENT outfits for photoshoots! Flutterdress, Rent the Runway, and The Kindred Soul, to name a few!

And of course you can always reach out and ask me directly or send me pics if you'd like feedback or suggestions! I love to help!

MCCARREL  PHOTOGRAPHY