



Tips for planning your wardrobe for family photos:

If you have commissioned me as your photographer, then you have heard, or will hear, me give you these tips during our pre-session consultation. All of my clients get a pre-session consultation where we discuss ideas, location, and other things about the session to make it customized. Wardrobe is a topic all of my clients like to ask about!



Here are my top 5 tips:

1) Ladies first.

For family sessions with mom involved, my number one rule is that Mom gets to pick her outfit out first. Mom's tend to put themselves last, and when picking out outfits, mom's usually go straight into thinking about their kids clothing. I like mom to get dressed first, then coordinate the family to her outfit.



2) No Matchy- matchy/ twinsies

I also tell my clients to avoid looking matchy-matchy. The jeans/

khakis with white t-shirts look is outdated, and looks so 80's! I tell my clients to think of your family as one big outfit, and dress in harmonious colors. Kids can dress alike if you want, but no need to have adults be twinisies with kids.



3) But please be yourselves and dress in what you love!



4) Only 1 pattern per family



To keep things focused on the beauty and connection of the family, rather than clothing they are wearing when viewing the pictures, I recommend only one pattern. (I love patterns, so this is a tough one for me! If you hire me, you will be able to text me photos to get my opinion, so sometimes multiple patterns are ok! It just really depends! But for the sake of tips, keeping it to on

5) Avoid big logos on clothing.

This helps keep the viewers eye on the family, emotion, and

keeps distractions down as well. We want the viewer to see the love, beauty and connection, in your photos rather than put clothing as the center stage.



Remember: Wardrobe is secondary to the good stuff.

To be quite honest, wardrobe is just icing on the cake, because what really matters in a custom photographic artwork, is capturing connection, love, and unique personalities- the stuff that makes you YOU!

I hope this little guide helped you feel more at ease when thinking about what to wear for your next session! If you have a session with me, we go over all of this and more in our pre-session consultation.

I look forward to capturing you in the future! - XO Shell