

Things to think about when choosing outfits:

- 1) Are you comfortable in it?** Being comfortable is a good thing, as you will probably be more relaxed in front of the camera. However, you probably should not pick the tattered t-shirt you've worn for years just because it's comfy.
- 2) What are you trying to convey?** Dress for fun or formal depending on the style you want to portray about yourself. Jeans, khakis, dress pants, etc. are all acceptable depending on what you want to say.
- 3) Does this match?** If there are multiple people in the shot, coordinating colors and matching similar tones is a good idea.
- 4) Simple is good.** Solid colors work well. Try to stay away from crazy patterns, polka-dots, stripes, etc. (unless for a specific stylistic reason). Also don't wear clothing with large brands or logos all over.
- 5) Colors.** Darker colors are normally more slimming and help focus the attention on a person's face, which is the main focus on the photo. Children can often pull off brighter colors though. However, white is always a good top color for entire families. The more formal the look, the darker the color. Try to stay away from all black or all white (unless it's your wedding day of course...)
- 6) Long, short, or no sleeves?** Typically, long works best (3/4 or longer). Too much skin can distract from the face, which is the focus of the photo. Longer sleeves can help keep things looking slimmer as well. Some dresses don't have sleeves, which is ok and can be worked with.
- 7) Collars and necklines.** Collared shirts are useful as they frame the face nicely. So especially for guys, collars are good. Turtlenecks also are nice for the same reasons. For women, v-necks also look good.
- 8) Jewelry.** Simple and elegant is the name of the game.
- 9) Nails.** Your hands will probably appear in the photos. So having them groomed is a good thing.

Note: These are just guidelines. It's your personality we are trying to capture, so break the rules if you have to.

