

# STYLING GUIDE

## WHAT TO WEAR TO YOUR PHOTOSHOOT FOR WOMEN & MEN



IN PARTNERSHIP WITH

*Emmaline's*  
Personal Styling

# FORMAL SHOOT

## WOMEN

CORPORATE, HEADSHOTS, BRANDING SHOTS & SMALL BUSINESS

### DO'S

- *tailored suit jackets that fits your body well and pair it with complimenting colored top underneath*
- *wrap dresses- flatter any shape*
- *if wearing no jacket- wear long sleeve or quarter length top*
- *open up your face & neckline with narrow v-neck/ round neck/crew neck/boat neckline*
- *use a pop of color with one piece of jewelry and leave the other pieces simple*
- *stick with solid colors*
- *layer brighter colored tops & shiny fabrics underneath neutral colored jacket*

### DONT'S

- *avoid loud and distracting prints as well bold stripes and logos*
- *low neckline or turtlenecks*
- *avoid short sleeves or sleeveless*
- *bulky garments*
- *ill fitting or overly baggy garments*
- *chunky fabrics*
- *no hoops or long dangling earrings*

# FORMAL SHOOT MEN

CORPORATE, HEADSHOTS, BRANDING SHOTS & SMALL BUSINESS

## DO'S

- *tailored suit jacket & dress shirt that fit you well along the natural lines of your body*
- *bring a few tie options in colors that compliment shirts you're wearing*
- *for a less formal look- use interesting pocket square paired with a blazer and dress shirt*
- *use a pop of color with one piece of jewelry and leave the other pieces simple*
- *stick with solid colors*
- *layer bright colored or faintly printed tops underneath neutral colored jacket*

## DONT'S

- *avoid busy prints, patterns and neon colors for shirts*
- *wearing a tie with just a dress shirt*
- *blazer/suit jacket/sports coat that is gapping at back of your neck*
- *ill fitting or too tight dress shirts*
- *extremely reflective/shiny ties*
- *white dress shirt with no tie or jacket*

# I N - F O R M A L   S H O O T

## W O M E N   &   M E N

COUPLES, ENGAGEMENT, LIFESTYLE, GRADUATION ETC.

### DO'S

- *wear pieces that fit the natural lines of body*
- *if a group/family shoot- choose a color palette of 3-4 colors and coordinate your outfits by mixing and matching the chosen colors*
- *wear your go-to outfits that make you feel your best*
- *use a pop of color with one piece of jewelry and leave the other pieces simple*
- *stick with solid colors, matte finished fabrics & minimal prints*

### DONT'S

- *avoid logos and loud prints & Patterns*
- *shorts*
- *low necklines*
- *ill fitting, too tight or overly baggy pieces*
- *chunky fabrics that distract or lose your figure*
- *extremely shiny or reflective clothing*

# C O N T A C T

## PHOTOGRAPHY

### WEBSITE:

[WWW.EMMICLAIRE.COM](http://WWW.EMMICLAIRE.COM)

### FACEBOOK:

[HTTPS://WWW.FACEBOOK.COM/EMMICLAIREPHOTO/](https://WWW.FACEBOOK.COM/EMMICLAIREPHOTO/)

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