

# WHAT TO WEAR TO YOUR BRAND PHOTOSHOOT

My best advice is to work with a wardrobe stylist, especially if you are doing an Essential or All Inclusive Personal Brand Session. A good stylist will take into consideration what will be most flattering on you and relevant to the overall vibe we are aiming for in our session. If you love styling yourself and you know you got this, GO FOR IT! Whether or not you decide to work with a stylist, you should consider the items below when choosing outfits:

## 1. What do you Want to Convey?

Is your brand upscale luxury? Or, down to earth and casual? Your wardrobe should 100% reflect the messaging you want to put out there.



## 2. Variety

You don't want to have 20 photos of you in the same outfit scattered across your social media and blog posts. Instead, consider all the different hats you wear. You dress one way when you're working at home (although maybe we can go a step up from the sweats and unwashed hair here). I'm going to bet you dress another way when you're meeting with clients, doing a speaking engagement, or shipping out products. Your looks can be multi-dimensional and still cohesive.

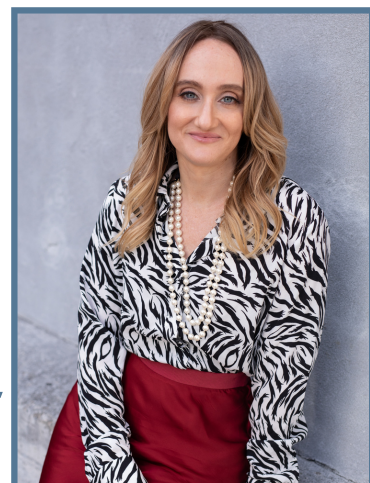


## 3. What do you Have and What do you Need?

Go through your wardrobe with a fresh set of eyes before our shoot.

- What are your absolute favorite go-to pieces?
- What do you love about them?
- Do any of them fit into your brand?

If yes, great! Use these items as a starting point. Now, think about what you need to complete each outfit - a statement necklace or earrings, a floral skirt for twirling, a ripped pair of jeans, a cute hat, there are a million ways to refresh a wardrobe staple for our shoot.



## 4. Give Yourself Time

Choose your outfits and accessories ahead of time. You want to give yourself PLENTY of time to order, try on, and return if necessary.



## 5. Choose Colors Wisely

Keep your brand aesthetic at the forefront of your mind.

Now, I'm not saying that if your brand colors are navy and gold, you should be dressed head-to-toe in navy and gold. (please don't do that!) But the colors you choose should complement your brand aesthetic. You can accomplish this in a variety of ways like throwing on some gold bangles to complete your look, or draping a navy blazer on the back of your desk chair.

### Bottom line:

If your website and insta feed are all neutral, soft tones, we should not be focusing on a rainbow palette for your wardrobe. That being said, don't be afraid to strategically throw in a pop of attention grabbing color when appropriate.

## 6. Ask for Feedback

Try outfits on, take photos, & send to your photographer. This is a collaboration, so if you're on the fence about what is appropriate for your brand photos, ask for feedback!

I LOVE helping curate your wardrobe for our shoot.





## 7. Fit + Comfort is Priority

Above all, we want you in well-fitting clothes. If something is uncomfortable, too big, or too small, it may translate in photos. You always feel and look your best, when you radiate confidence!

I'll say this one last time for those in the back:  
Try it on **BEFORE** your shoot!



## Bonus Tip:



I highly recommend working with professional hair and makeup for your session. However, whatever option you choose, the most important thing to remember is that we are almost always going for an everyday look. If you're done up with smokey eyes everyday when meeting with clients, then GO FOR IT! But we want your clients to see YOU in your photos, not a done-up, unrecognizable version of you. You'll be at your best in front of the camera when you look and feel like yourself.



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