



# Wardrobe Style Guide





Let's gets the most out of  
your session!



# Wardrobe

Getting the best results out of your session boils down to a few key factors. One of the most critical of these is appropriate wardrobe. If you have invested in a session with me it's worth investing (at the very least some time) in planning appropriate wardrobe.

So many times I've seen simple wardrobe/styling "mistakes" completely detract from what is an otherwise great session. So I take a lot of time and extra care in doing my best to educate clients in best wardrobe practice.

I understand that this part of session preparation can be really challenging especially if some family members are initially recalcitrant to deviate from their usual board shorts and thongs. But I assure you it's absolutely worth it. No one regrets going the extra mile to nail their styling once they see their finished gallery! I'm here to walk you through it all with ongoing guidance and cheer you on to success!

## Important things to plan for:

Colours - these are crucial in how your finished image/gallery aesthetic will appear. Quite simply if you wear dark / bold / bright colours you simply won't achieve "light and airy" or dreamy gallery outcomes.

Style - simple choices in garment styles and fabrics can be the difference between "nice" and "next level" - also this can determine how quickly your images will date and if your overall "look" works.

Practicality - ill fitting, uncomfortable, or similarly flawed selections will not magically appear better in photos. Consider how the outfit is going to work!  
For kids SIMPLE is key!

Details - wardrobe is all in the details. Paying attention to accessories is just as important as the main garments.

Also PLEASE consider the current season and dress accordingly - cold people are not simply *happy* people in photos. Always plan to have layers in coordinated options in the event of cooler temps than expected.

It's all  
in the  
details



# Let's talk Colour

My family photography style is generally more light & airy. So the recommended styling is in line with this theme, you can of course work with darker colours but I generally find this only works well with earth/jewel tones.

Suggested colours which will be best include:

White / Off White / Cream / Ivory  
Beige Chino / Sand  
Light Grey  
Sage / Light Green  
Earth Tones (burnt orange / khaki green / plum / brown )  
Super light denim (no mid/dark tones)



Dark / Bold colours do work better over the cooler months but these colours can detract the eye from the subject and are visually jarring (especially blacks/navy) So I recommend keeping it lighter or ensure it's an earth tone.



Also pinks are to be approached very carefully only the lightest of blush pinks works well.

Colours to avoid:

Red  
Black/Navy  
Bright/Neon Colours  
Dark Denim  
Hard Contrasts (ie. Black and White / Black & Navy)

I recommend working with just ONE colour, as this is much easier, styling with more than one colour does require significantly greater skill.

Consider very carefully the colour of the clothing selected against your backdrop tones also as this will determine the colours of your "wall art" later. If your house decor is super light & neutral you may not wish to plan a session on green grass with bold coloured clothing.



Tip // Textured fabric is a great way to add wow factor to your styling. Linen look fabrics are always a stunning timeless touch.

# Style

My usual locations are nature based backdrops & my image style is candid, connection capture with a lifestyle approach.

To fit with this style I recommend clothing styles that don't feel too formal or fancy. (Skip the dress shoes and ball gown) So keep a slight air of casualty to the garments, this will help your images stay timeless and not look awkward/out of sync with the style.

If you are going for a button up shirt for men/boys - look for a relaxed style (fabric texture will determine this such as linen), wear it with sleeves rolled & untucked. You can also add this open over a plain tee for added layering.

For girls keep it simple with timeless dresses - avoid the "party dress" style with puffy tutu's/skirts & too many sparkles. Keep the hair accessories simple also, big head bands usually don't look as great as anticipated and can cause kids to fuss.

For toddlers and babes, you can't go past a good romper or set of overalls!

Over the cooler months, dress WARM - add layers, knits, cardigans & knitted stockings for warmth and style flair.

## No Logos, Writing or Graphics on Clothing

Great places to shop:

Kmart

Target

Cotton On Kids

Jamie Kay

Best & Less

H&M

Zara



Kids Inspo board





Mums Inspo  
board



Dads Inspo board





Some do's &  
don'ts



this not that



this



not that

I personally REALLY dislike denim styling in general (it's rarely done well) I would recommend denim as a *last resort* and if you must style will denim ensure it's a SUPER light / distressed denim. Then keep in mind BLUE is now your styling tone (so don't add pink or another colour that competes with this stick to creams / greys or similar.



never ever!

Ok kids this is my styling HARD LIMIT - JUST NO!

Blue jeans and white tees are NOT a valid "styling combination".

It is literally the most done to death, circa 1990's bad family portrait styling combination ever.

We have totally evolved past this people so please don't even consider it.... move on. 'Nuf said.

*this not that*



*this*



*not that*



Using mid tones when you have a bolder/darker colour allows for more blending of colours and a smoother style palette.



*never ever!*

Avoid hard contrasts of whites and darks - never ever pair white with black or navy. It's too strong a contrast and jarring to the eye. Rather if you are using darker garments pair with a mid tone.

*this not that*



*this*



*not that*



Cargo pants (and shorts) are not anyone's friend when it comes to session styling. They're not flattering and carry a certain daggy vibe. Swap these for any other chino styled pant/coloured jean instead in your colour palette.



*these*



Footwear at your session is super important. Thongs & Runners are a HARD NO.

For men rather go with a boat shoe / boot / plain sneaker style or other semi casual dress shoe.



*not these*

# *this not that*



*this*



*not that*

Steer away from "fair floss pinks" (or other bright pastels such as turquoise, lime etc) and opt for more muted/earthy toned colours. A linen dress in amore tradition style (left) has a more expensive/classic timeless feel.



*these*



Stay clear of "party" shoes and cutesy sandals and opt for timeless style sandals or Anke boots. Brown is usually a safe colour, black can work as well depending on your scheme



*not these*

*hot tips*



*great colours*



Add a relaxed dress shirt over a plain tee for added layers and textures. This is also very slimming as it creates vertical lines across the torso!

*add layers .  
accessorise*



Use chunky knitted socks or stockings for girls to add texture, flare and WARMTH for cooler shoots



hot tips



Cardigans  
and Knits for  
the win



Oversized cardigans and knits are a great way to add texture, blend tones and layer up on cooler evenings. Guys can also opt for a plain pullover style or jacket if cardigans are not their jam.



Mum first

Ladies, in my household I am always the fussiest and hardest to dress. I recommend picking YOUR outfit first and co-ordinating everyone in around you. Let your dress/ outfit dictate the colour scheme and match everyone else around this. It's usually very easy to buy coloured jeans/chinos/ shirts in a co-ordinating tones for guys and boys and girls are usually pretty easy to dress.



Some last things

# stay with me folks

Start your wardrobe planning immediately, don't leave it to the last minute.

Online shopping is particularly hit and miss so if you're buying online allow plenty of time to go to plan B if the garment shipping is delayed doesn't fit or not as pictured.

Don't give up / give in if family members are reluctant to style to the rules/palette. Remember you have invested in the session and you only need them to wear it for an hour.

Lay all garments and footwear on the floor or bed together and take an iPhone snap (in natural light) then send it to me I can provide feedback on anything out of place ahead of your session.

Ideally stick to ONE COLOUR for your palette more than one is much harder to do well. So for example if sage green is your colour, mix this with creams, sand, off white, and white. You can also add greens in darker or lighter shades of a similar tone to this.

Please don't mix colours that don't complement ie pink and blue. (these will compete)

I'll say it again, make sure everyone will be warm enough!

If you are struggling to find garments get in touch I can send you links and help you source / fill gaps.

NO Red

NO Navy

NO Hard contrasts (ie Black and white or white and Navy)

NO runners / Thongs

NO graphics logos, brand labels.

NO transition lenses

Please ladies also be very careful with fake tan - it generally photographs really orange. If one person is orange or has a bad fake tan I cannot fix it in post.

Watch nails and nail polish - we will see hands in photos.

Consider securing hair, as if it is windy it will blow everywhere. And there's nothing worse than clients fidgeting with their hair all session instead of being in the moment. If kids hair is across their face there is no magical post

With Love  
Lana x

