

What To Wear

PERSONAL BRANDING HEADSHOTS

A successful headshot should portray confidence and make a great first impression. Anyone who views your portrait should be able to make an immediate connection and get a sense of your personality at the same time. This connection is made and the most powerful through your eyes and your facial expressions.

Choosing what to wear for your headshots is one of the most important things to consider when planning for your session. Your wardrobe selection is meant to enhance your overall look but should not distract from your facial features. Do you have a particular outfit that makes you feel confident every time you wear it? Think of that one piece from your wardrobe that you always get compliments every time you wear it. Start from there and then keep in mind these helpful guidelines while selecting your final pieces for the day.

KEEP IT SIMPLE

The simpler the better! Find inspiration from classic and simple wardrobe pieces. This way your headshots will have more of a timeless look and will not be dated within a short period of time. If your session includes multiple images and allows for a quick change feel free to bring a more trendy option or something that may be a bolder choice.

FIND THE RIGHT FIT

Choose tailored, well fitting clothes that will flatter your figure. Although they are a more comfortable option, baggy or flowy clothes actually give the appearance of a heavier figure since they offer no definition to body shape.

COLORS + PATTERNS

Solid colors are always best. Consider a color that brings out your eyes. Jewel tones photograph well, try to steer away from super-bright colors and fluorescents. Patterns and busy looking prints can distract from your face. Stay away from any clothing choices which feature logos, words or any distracting elements.

HAIR + MAKEUP + ACCESSORIES

Remember again the main focal point of a powerful headshot is the connection made through your eyes. Keep hair out of your face and choose a natural look for make-up.

ACCESSORIES

Keep accessories to a minimum. Jewelry can be used as a way to reflect your personality whether it be a classic style or a bold statement piece. Make sure that if you choose to accent with jewelry any pieces you select are not too distracting. Do consider choosing layers to vary your look such as jackets, cardigans, scarves etc. .

DETAILS

Each piece of clothing you bring should be professionally cleaned and pressed. Any wrinkles will be greatly visible in a more formal and straightforward type of posing. Small details like fresh nail polish, matching socks and stains on clothing should not be overlooked!