

what to wear

STYLING FOR YOUR PHOTO SHOOT



LORNA KNIGHTINGALE
PHOTOGRAPHY

Welcome

HELLO

I'm so pleased to be able to share some of my tips about how to best style your photo session, while still retaining your own individual look. This guide is here to help you avoid making giant mistakes with clothes that ruin your photographs; believe me, it is easy to do.

I have on many occasion asked for kid's t-shirts to be taken off and worn inside out or had to remove dominating fluorescent trainers. So, to combat the likelihood of this I created this guide for you.

You will find that you have most of what you need, and I hope this guide helps you to be confident everyone will look great in their photographs.

CONTENTS

- 01 Start with one outfit
- 02 Location
- 03 Colour
- 05 Textures and patterns
- 06 Coordinate
- 06 Fancy dress
- 07 My top tips
- 08 Avoid these



Session Location - Sophia Gardens, at sunrise in May.

The Teal family - My inspiration was my little daughters dress.

We chose grey and cream as neutrals, teal and cherry for the colour pops. Our pattern is floral, we included texture by adding a scarf, a belt and braces.

Start with one

BEGIN

Start with an outfit you like, usually yours, then you build the clothing for everyone else around that.

BE YOU

Your clothes should not play the leading role in your portraits, but they can make or break the final result. The outfits you choose can completely change the feeling of your photographs.

It's important that everyone show up in clothes they love. If your daughter hates dresses don't dress her in one. Be yourself in your photographs, this way everyone is happy.

COMFORT & MOVEMENT

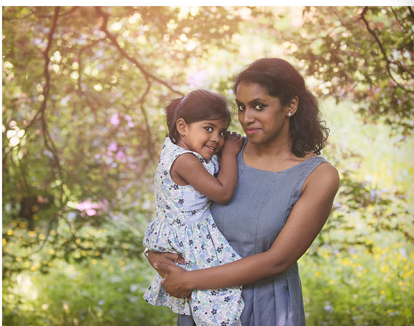
Wear clothes that fit well and are comfortable enough for you to move. Imagine carrying your child, sitting on the ground, standing, bending, lying down, squatting and twirling in your clothes.

Dresses and skirts that are floaty make great motion images so take advantage of this if you can.

MATCH SEASON & LOCATION

Clothing should also be season & location appropriate. For an Autumn session wear a rich Autumnal pallet and keep the pretty pastel florals for the Summer. Imagine the following session.

E.g. We are shooting at the beach, in autumn, you wear a warm cord skirt so you can dip your toes in the water and walk barefoot, you have a pair of long socks and knee boots for the rocky/grassy area and cute wellies for the kids, a chunky cardigan, a hat, scarf and all in autumnal shades of beiges, tans, mustard or plum. This would be beautiful.



Location

CONSIDERING THE BACKDROP

If we are shooting in a field of yellow flowers it's best to wear colours that separate you from the background. Avoiding yellow and lots of green in this instance is best. The opposite of warm yellow on the colour wheel is a cool violet or blue, so this would be a great choice. Similarly, if you are wearing a lot of dark colours it's wise to stay away from a dark background or you will appear like floating body parts in the image.



Colour

NEUTRAL COLOURS

A safe and simple way to coordinate is to wear only neutral colours together like browns, beige, ivory, taupe, gray & tan.

This will look good in almost every setting as the shades are soft and do not distract from you.

If you are feeling a little braver begin with two neutral tones and add a contrasting single pop of color, it will be simple and look classic.

Ensure each of you has the little accent colour pop somewhere in your outfit.

Each person and their outfit will bring together a feeling of belonging.



MUTED TONES

You can take inspiration from something like a patterned scarf. If you like colour, I would advise that you stick to three main colours to create your look.

Two of these shades should be worn in some way by everyone in your group. These colours can be a neutral on large pieces or with a brighter colour pop in your accessories. This will avoid colour casts from bright hues near your skin. Muted colours will not distract like a primary colour. Mustard instead of bright yellow, Maroon instead of primary red.

COLOUR CAST

A strong colour near your face - especially red - will almost certainly be reflected back onto your skin.

This is why I wear white when I photograph you to avoid this.

Be aware of this when selecting your wardrobe.

Textures & Patterns

P A T T E R N

Interesting outfits will consist of both solid coloured and patterned items in a variety of textures. When using a pattern on more than one person keep them similar in style for example all florals, checks or abstract.

Example - A check scarf over a solid colour coat, and a check handkerchief in a pocket. A check pinafore with a solid blouse and tights. Don't mix and match pattern types.

Patterned dresses and shirts can be broken up using a solid colour cardigan, belt, waistcoat, blazer or shawl; choosing a neutral shade will tone them down.



T E X T U R E S

When adding texture think about layers!

Chunky cardigans, knitted scarves, corduroy trousers, fringes, denim jeans, felt hats, linen waistcoat, silk neck scarves, and (my favourite) a furry gilet or jacket.

These layers will make the most significant difference and will add that wow factor to your photographs.

Session Location - Cardiff Castle, at sunrise in November.

The Prince family - My inspiration was my coat.

We chose shades of grey as neutrals, purple for the colour pop. Our pattern is floral, we included texture in our layers with a faux fur jacket, chunky knits and a neck scarf.

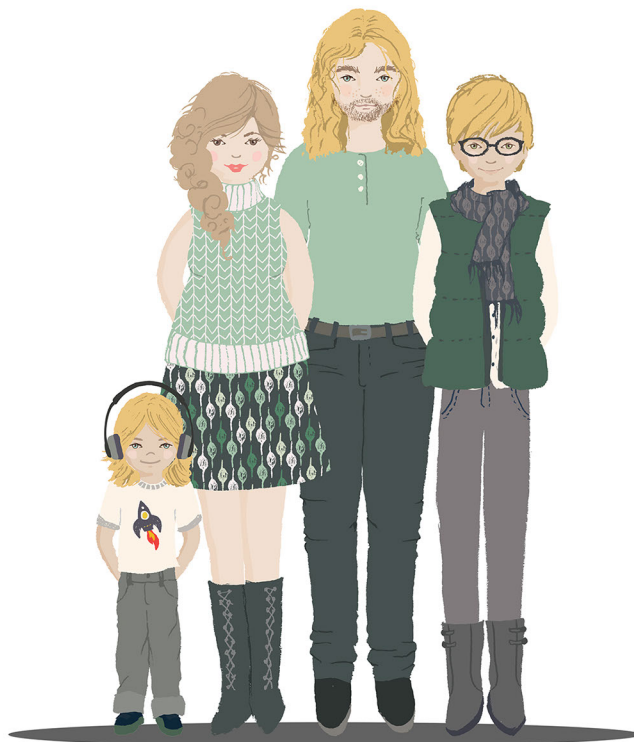
Coordinate

B L E N D

Once you have your colour palette, a pattern choice, added textures and layers, you can now imagine your family being one complete piece of artwork. Each person and their outfit will bring together a feeling of belonging. Not at all matchy like a uniform or a 90's boyband.

You can find some inspiration on my pinterest page.

<https://www.pinterest.co.uk/photobylorna/>



Session Location - Sand Dunes, Merthyr Mawr at sunset in September.

The Fair family - My inspiration was my skirt.

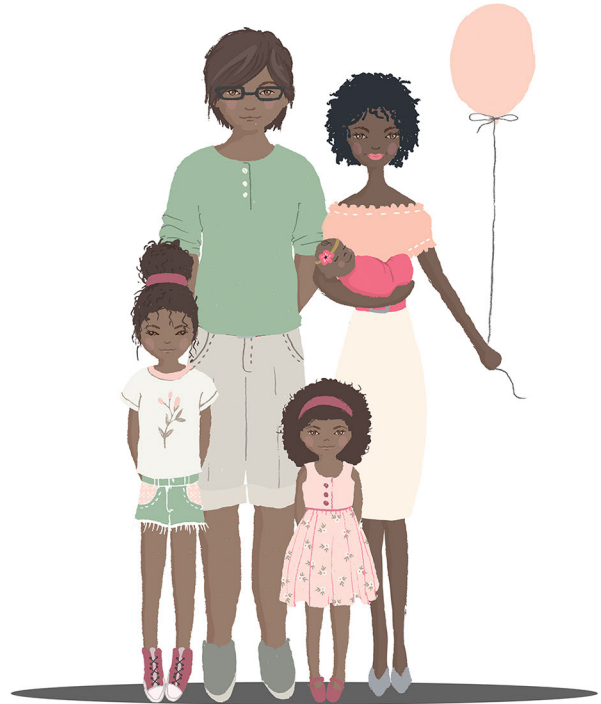
We chose grey and cream as neutrals, autumnal greens for colour pop. Our pattern is a modern abstract, we included texture with chunky knits and added layers with scarves, a belt and a gilet.

My top tips

FOOTWEAR

You may need sensible shoes with you to walk to a specific area on-location, then you can change into your pretty shoes. Traditional styles work best as they don't date your portraits or become the focus of your images. Avoid scuffed shoes, white or bright trainers or copyrighted characters like Dora crocs.

Girls - Mary Janes, sandals, Converse, flip flops, pixie boots, ballet flats, and wellies.
Boys - Converse, boots, wellies, flip flops, wellies, and brogues look amazing.



QUICK INSPIRATION

Dad and boys - Simple solid colour shirts & casual waistcoats with jeans or chinos are great. A t-shirt, with a cardigan over it, along with a blazer. A scarf, braces, belt, a cool hat (bowler, fedora, stylish beanie) or dungarees and wellies!

Mums & girls - Sundresses, tights, fun skirt, a vest with a sweater and a tasteful hat or headband and scarves. Rain mac, wellies and even tutu's and furry jackets!

HANDY EXPERIMENT

Place everyone's outfits for the shoot on your bed.

Step back and blur your eyes! If an item stands out more than the rest, it will do the same in your images, replace it with something more harmonious!

Avoid these

IT'S A NO FROM ME!

Reactor light glasses - We can't see your eyes.

White and bright coloured trainers, scuffed shoes, Disney character shoes - It's all we will look at!

Hectic and large patterns, thick stripes, fluorescent colours - Do you really want them on your wall?

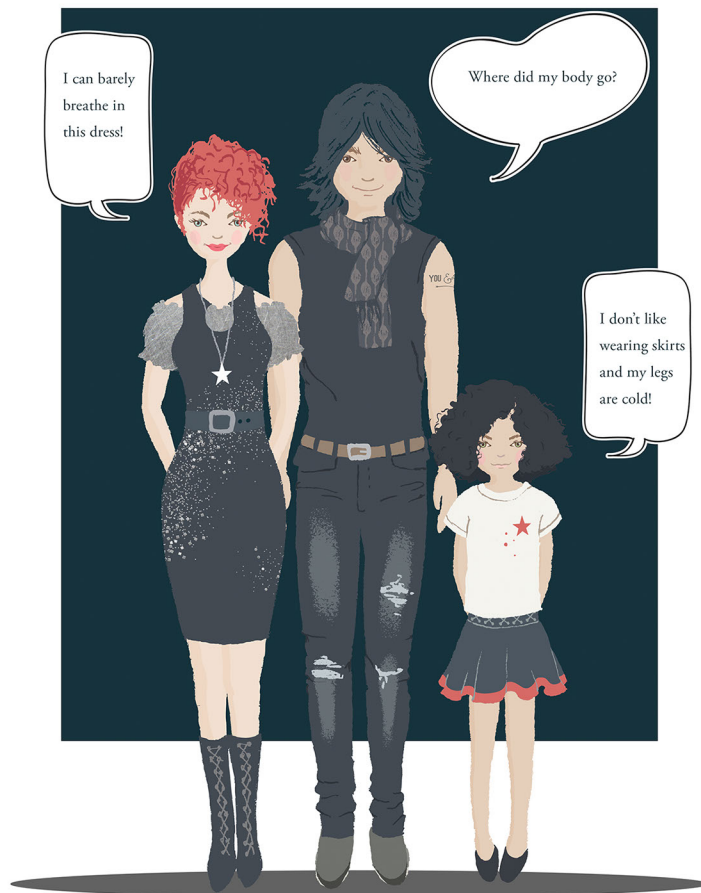
Big logos - Can look tacky and date an image.

Tight or ill fitting clothes - It will look and be uncomfortable.

Chipped nail polish - It will be noticed.

Lots of solid black or grassy green - If in a field or wooded area you vanish into the background.

Alternatives are beige, tan, navy, brown, khaki and grey look great!



Fancy Dress

T H E M E S

Timeless clothes always look great, however, this session is for you and your family.

I personally love Halloween and a themed photo always makes me smile. So if you all want to be Pirates on the beach, dressed as Cowboys and Indians in the park, or woodland Pixies and Faeries, you go ahead and do that. I will be 100% on board.



Thank you

Session Location - Penarth Pier, at sunset in October.

The Ross family - My inspiration was my dress. We chose shades of grey as neutrals, plum and olive for the colour pop. Our pattern is check, we included texture in our layers with a fuzzy cardigan, chunky knits and a neck scarf.



KEEP IN TOUCH

You can find more inspiration on my pinterest page.

<https://www.pinterest.co.uk/photobylorna/>

www.photographybylorna.co.uk

facebook.com/photographybylorna

whatsapp - 07779 014 342

lorna@photographybylorna.co.uk

www.photographybylorna.co.uk/contact

This guide is made for especially for customers of Photography By Lorna Knightingale.

The views, opinions, ideas and inspirations in this book is not for duplication and or republication.

Copyright 2020 photographybylorna.co.uk