

photography
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OUTFIT & STYLING GUIDE

your guide to take the guesswork out of styling



Outfits & Styling

Your outfit choice is the most powerful tool you have to control the mood, style, and final look of your photoshoot. It instantly communicates a story—whether you want the vibe to be intimate and airy or sharp and bold.

Preparing for a photo session can definitely feel overwhelming, but choosing the right outfit does not have to be stressful. Let's simplify the process by breaking down the most common wardrobe myths.





Outfit Myths:

1. MYTH ONE : *You have to buy something new!*

False! If you know you look awesome in an outfit that you already have and it fits the style you want for your session, that would be a great choice!

2. MYTH TWO: *Trendy clothes make the best outfits!*

The reality is, ultra-trendy pieces date your photos very quickly. The fix, stick to classic, timeless silhouettes that make you feel confident. You want to look back in 10 years and still love your choices.

3. MYTH THREE: *Avoid neutrals, they wash you out!*

Whoever started this myth really missed the mark. There are some colors that don't work for some people, but for the majority of people, they look amazing in neutrals and those colors shouldn't be avoided. The truth is, neutrals are the most photogenic color for portraits.

4. MYTH FOUR: *Your location determines your style more than your outfit!*

False! Your outfit has way more impact than your location. Your location is just a setting in the background, but you are and should be the main focus of the images. If you want light, airy and an overall romantic look to your photos, you will need to wear lighter, more neutral colors in your photos to achieve this look!

Do's & Don'ts

The camera captures details and lighting a bit differently than our eyes do. Trusting a few industry secrets will ensure your personality shines through perfectly. Let's simplify your preparation by breaking down the essentials.

Bring All the Things!

- Plan multiple options: Expect to bring several outfits to your session.
- Count on variety: A one-hour session comfortably allows for 2 to 4 outfit changes.
- Match your location: Ensure your style choices coordinate naturally with our shoot setting.
- We will collaborate: We will review your choices together at the start of your session to finalize your looks.

Keep It Visually Simple

- Ditch the distractions: Avoid clothing with large logos, text, or busy patterns.
- Keep focus on you: Solid colors and simple styles keep the focus strictly on your expressions.
- Check your undergarments: Ensure undergarment colors do not show through fabrics.
- Pack appropriate essentials: Bring the correct undergarments to match your necklines, as adjusting straps manually during a shoot is often visible in the final image.

The Details Matter

- Polish your footwear: Scuffed or dirty shoes can completely undermine an otherwise beautiful aesthetic.
- Choose classic jewelry: Less is always more when it comes to accessories.
- Skip chunky pieces: Avoid massive earrings or heavy statements that distract from your face.
- Prep your hands: Your hands will appear prominently in close-up poses.
- Clean your nails: Take a moment to clean your nails or refresh your manicure before the session.

Do's & Don'ts

Makeup

- Less is more: Natural makeup photographs best.
- Avoid glitter: Sparkly powders, eyeshadows, or blushes look splotchy on camera.
- Muted lips: Stick to natural tones instead of extreme gloss, deep reds, or bright pinks.
- Bring powder: Matte skin prevents a shiny forehead during the shoot.
- Skip heavy coverups: Do not cake makeup over breakouts; editing can fix blemishes easily.

Tanning

- No fake tans: Avoid spray tanning or heavy tanning before the shoot.
- Avoid orange skin: Excess tanning causes unnatural, blotchy, and uneven skin tones.

Hair

- Keep it familiar: Stick to your everyday styles instead of experimental new looks.
- Practice early: Test out your look a few days before the photoshoot.
- Time your haircuts: Get any trims at least one week in advance so your hair settles naturally.

Essentials to Pack

- Hair tools: Bobby pins, hair ties, and a brush.
- Touch-up gear: A compact mirror, powder, and your makeup bag.

Glasses & Reflection

- Remove lenses: Ask an optician to temporarily take lenses out of your frames.
- Fake frames: Buy or borrow an identical pair of frames without lenses to completely eliminate glare.

Strategic Clothing Choices

- Flatter your features: Select outfits that highlight what you love and conceal what you dislike.
- Color coordination: Wear specific colors that make your eyes "pop."

Do's & Don'ts

Pose Prep

- Mirror practice: Test facial expressions at home to find your most comfortable smile.
- Stance rehearsal: Try different body positions beforehand so posing feels natural, not forced.
- Trust guidance: Expect direction from the photographer during the actual session.

Friends bring added fun!

- Bring a friend: Invite someone who can help you relax and laugh naturally.
- Capture real moments: Use inside jokes to prompt genuine, candid facial expressions.



Deciding Your
STYLE



What style do you prefer?

BOLD or NEUTRAL

DRESSY or CASUAL

CLASSIC or TRENDY

These choices represent the three main decisions you will have to make in regards to your outfit choices. There are no right or wrong answers!

Maybe you want one outfit to be dressy and the other to be casual. Maybe you want one outfit to be very light and neutral but you want to wear more color in the next outfit.

These categories will hopefully help you determine what you're hoping for in your session.



Check out my pinterest boards for ideas

some quick tips

- Colors to Avoid: Bright reds, neons, and bright oranges (they reflect on skin and are hard to edit).
- Patterns: Skip tiny patterns (smaller than a quarter) to prevent distortion. Larger checkered prints are fine.
- Balance: Alternate outfit "heaviness" (e.g., dark jeans with lighter dress) for a more visually balanced look.
- Dress Code: Coordinate dressiness levels to avoid mismatched formality.
- Avoid: Tennis shoes, graphic tees, bold logos, sunglasses, and baseball hats.



Romance Style Recipe

If you're hoping for a more romantic style of shoot that includes "light" and "airy" colors, you can actually make outfit choices that will allow your images to turn out brighter, softer, and extra photogenic! Here are some ingredients that go into creating a romantic-styled shoot. It's important to note that you do not need to choose all of these ingredients in order to have a light and airy style to your images but the more ingredients you include, the more bright and airy your images will be:

- *Neutral Colors*: Blushes, tans, light pinks, faint blues and light minty teals, creams, grays, and whites will always result in more of a light and airy look in your images. These colors photograph softer and more romantically!
- *Long, Flowy Skirts/Dresses*: Dresses and skirts with feminine ruffles, multiple layers of fabric and the ability to blow and move in the wind will always photograph beautifully! You would be amazed at how impactful moving fabric softens an image.
- *Textures & Layers*: Adding texture with clothing gives your senior photos dimension, visual warmth, and depth without relying on distracting graphic patterns. Rich textures interact beautifully with photographic lighting to make simple outfits look high-end and professional. A cropped sweater over a flowy dress will add visual interest and a cohesive component to your photo gallery.





*If you have any questions
feel free to reach out!*