

THE ARTFUL LENS

“TO WEAR AND NOT TO WEAR”

Dressing for headshots and portrait photos

We want to notice you, rather than what you are wearing. Remember even if it's in fashion, fashion comes and goes, so please have a look at the guidelines below.

Good to wear

- **simple/nice** jeans, slacks, skirts, dresses or suits (*dressy casual or business dress*)
- **solid coloured** tops, jackets, or sweaters are best*
- **subtle** patterns and textures are fine

Good to avoid

- **bold all-over patterns**
- **any logos, pictures, or text** on clothing (these can be very distracting)

For example, a solid coloured t-shirt on a child often turns out more complimentary in the portrait and less distracting than a frilly dress.

**If you are shooting against a black background avoid wearing solid black so that you don't look like a "floating head" (the only exception being in newborn shoots).*

Notes for group shots

The larger the group the more challenging it is to coordinate outfits, but no need to stress over it.

- You don't have to have matching outfits, just follow the recommendations above and try not to clash in your colour choices if possible.
- It can be less of a challenge to say everyone "dress casual" or "business casual" verses "formal wear", however **everyone should be in the same level of dress.** This is to avoid having most people in jeans and then 2 in dresses or suits.