

What to Wear Guide for Photoshoots

Helping You Look and Feel Your Best

Before You Choose Your Outfit

Think about the purpose of your shoot (corporate, personal, family)

Consider the location and background of your shoot

Choose something that fits well and makes you feel confident

Avoid busy patterns or logos that can distract from your face

Outfit Suggestions

Solid colours work best (neutrals, jewel tones, pastels)

For corporate portraits: button-down shirt, smart blouse, tailored jacket

For branding: wear what reflects your personality and profession

For families: coordinate without matching exactly (stick to a colour palette)

Styling Tips

Keep accessories minimal and purposeful

Ensure clothing is clean, ironed, and lint-free

Shoes should be clean and match the style of the outfit

Bring a backup outfit just in case

Confidence Boosters

Wear something you've tested before and know you love

If in doubt, keep it simple and classic

Ask your photographer if you're unsure—they're happy to advise

The most important thing: wear a smile and your confidence!

