



General Outfit Advice



Sometimes people ask me what they should wear for a photo shoot. Ultimately this is your choice but if you would like some guidance, here's my general advice regarding outfits.



Timeless style, chinos, khakis, beige and blues, nature-hues, pastels, shirts, and simple dresses. Small floral patterns, or an eclectic mix of prints and patterns. Pairing them with stripes can also work as long as the patterns are small and the colours quite neutral. Keep them complementary as opposed to completely matching (e.g. all white shirts and blue jeans). Avoid stark contrasts such as green and orange/red together, and yellows and purples juxtaposed.

Complementary colors are more like warm tones (yellows, oranges, pinks, warm red and even warm greens) together and cool tones (blues, purples, greens) together. Avoid extreme differences (e.g. one person is wearing a casual knitted chunky sweater and the other is wearing a nice silky dress). It can be quite jarring. Black and white is another combination that's too stark a contrast unless it's done intentionally.

Dark, light and bright: Darks for adults, and lights or brights for small children. If you do it the other way and the adults will dominate the scene and draw the viewer's attention, while the smaller people will disappear.

I would not recommend anything with a logo on it, or sports gear of any kind (unless it's a sport shoot or a teenager, who is showcasing a hobby) Loud busy colours are usually the first things to date a photo, so if you're investing in beautiful images that will grace your walls for a while, neutral soft colours almost always stay timeless.