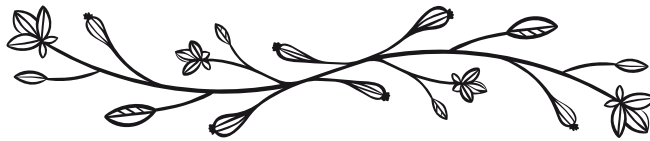


KELLIE PHOTO
—PORTRAITS & FILMS—

Style Guide



WARDROBE CHOICE FOR MOM

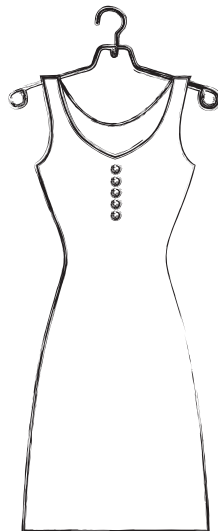
Don't be afraid to 'Dress it up'

There is no such thing as “too dressed up” for a photo session, so don’t be afraid to have some fun. Dresses look stunning because they flatter the female body. Long, full-length, flowy dresses look amazing on camera because they bring extra movement to the photos. Consider softer fabrics like chiffon or tulle which allow for beautiful movement in the images.

That being said, I'm also a fan of fitted, stylish jeans with a blouse. Light & flowy fabric with accents of your favorite jewelry always look pretty.

My sessions are all about your family interacting with each other snuggling, playing, laughing. You might end up on the floor with your kids, which is another big reason for a maxi dress, long skirt or jeans. They will make moving around with your kids much easier and look perfect on camera too.

Most of all, choose pieces that you are comfortable in. If you feel awkward in the clothes, it will show in your photos.





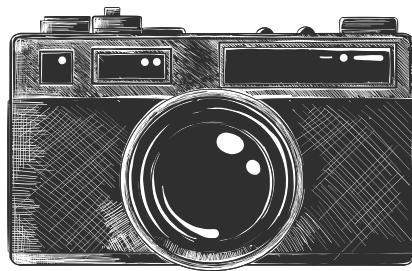
Are you expecting a baby?

If you are an expecting mama, I always recommend floor-length gowns or maxi dresses. These dresses create the best silhouettes to flatter your figure and really highlight your bump.

Flattering your features

In my experience, many mamas, regardless of her shape, have an area of her body that she is self-conscious about. Recognizing that area that is is key. Choosing flattering silhouettes and colors that complement your natural features is the best way to ensure you'll love the way you look in your photos.

Three-quarter length sleeves create an awesome slimming effect on all arms, so be on the lookout for an option with a longer length sleeve. You could also consider wearing a cute cardigan. (I love the look of combining soft fabrics with knits.) Skinny straps or strapless dresses have the opposite effect on arms on camera, so I recommend avoiding those if you are not 100% happy with your arms.



On your feet

Most of my families are barefoot for their in-home sessions. It plays a big role in actually making the photos look homey and cozy. You might want to schedule a pedicure before our session so you don't regret letting your feet show.

Go Pro with Hair & Makeup

You are paying a lot of money for your photos and film, so why not go all out and make this a real experience for yourself. Professional hair and makeup looks amazing on camera and removes the stress of getting ready on your own. This is the time to treat yourself!

Whether it is lash extensions or blown-out hair, professional hair and makeup will give you an extra boost of confidence in front of the camera, and it always photographs like a dream. Some of my clients feel like their professional makeup is “too much” at first, since it’s more than you would wear on a normal day, or that the false lashes look too big, So if you feel that way at the beginning, don’t worry! Good makeup artists know how to get it all just right for the camera.



WARDROBE CHOICES FOR DAD

The best fit

Long fitted pants are the most sophisticated and masculine looks for men. So for your session, it's best to leave the shorts in the closet, as well as pants that are loose or baggy. Fitted dress pants, jeans or fitted cotton pants work best on camera. Solid shades of grey or beige are a good compliment to the outfits of the rest of the family, whereas pinstripes or plaid patterns tend to distract the eye. I also recommend staying away from graphics and logos.

Shirts and Socks

I always recommend keeping dad's outfit simple. A plain white button down shirt is timeless and the best choice to make your images look sophisticated and elegant. Some dad's prefer to wear socks, which is totally fine. Just make sure the color of the socks matches the color of the pants.

How to prep Dad

Most men aren't overly excited to take photos, because they don't have an expectation of what is to come and why it is so important to you. Take fifteen minutes to educate and empower your partner. Tell him why you chose me and my style of photography. Show him a favorite session I have done, explain why you love them and express to him how much it means to you. Trust me, once he knows it's important, he'll light up the camera for you and your family. The most common thing I hear from dads before photo sessions is that because of a bad experience in the past, they don't like taking photos or don't think they'll be good at it. By the time we're done, though, they can't believe how fast it went and how much fun they had.



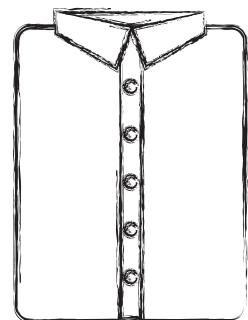
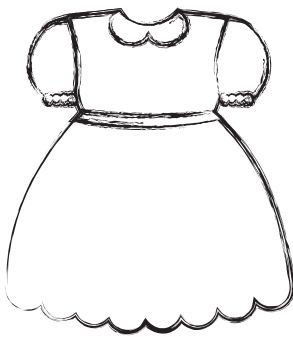
DRESSING YOUR FAMILY

Choosing Colors

When choosing colors for your and your family's outfits, I recommend selecting softer, lighter tones and muted shades. By avoiding bright, bold colors, it will help bring all the attention to your faces and let the eye focus on the connection between you. The camera loves shades of soft pink and mute blues , mixed with sophisticated light neutrals like grey, creams, and white.

Coordinating Everyone

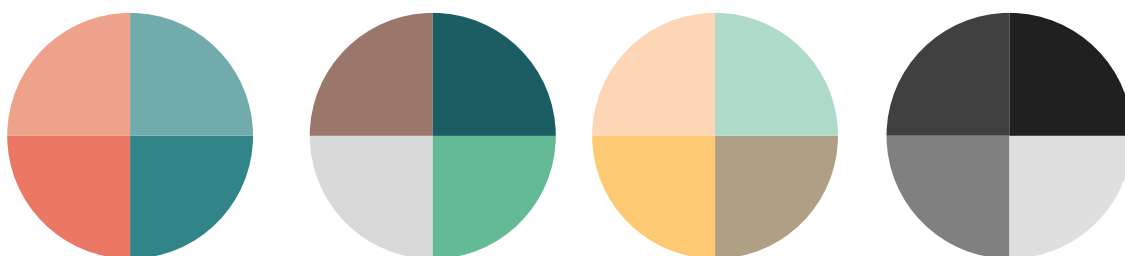
As you're coordinating your outfit with your family, keep in mind that your outfits will look the most cohesive on camera when the color palette and wardrobe pieces coordinate, but don't actually "match." In fact, I recommend that you avoid thinking about "matching," and instead think about what "fits" together. This will create more visual interest, and allow each personality to shine through.



HOW TO MIX COLORS

The goal for coordinating your family is to visually break up the colors and shades so that you're not all wearing the same color on top and bottom. The more we can mix that up, the better

I encourage you to think about planning each outfit with dominant colors and accent colors in mind. A dominant color is the color that you see the most in an outfit, while an accent has a smaller piece of visual real estate. When you're planning each family member's outfit, if you can aim for each person to have a different dominant color, and then tie in and vary the accent colors, it's going to look great all together.



For example, if you're wearing a blush dress, and soft blue earrings (blush being your dominant color), then your partner could wear a white button-down and blue jeans with a leather belt, (making white his dominant color). Your daughter could wear a soft pink top with a white tulle skirt (making a soft pink her dominant color) while your son wears grey pants and a light blue knitted sweater (making light blue his dominant color).

Now each person has their own dominant color while still incorporating a few touches of the others that will pull all the looks together. This will break up the color visually and highlight each personality. Most of my moms choose their dress first, and then build the rest of the family's outfits based around that.



Mixing up the pieces

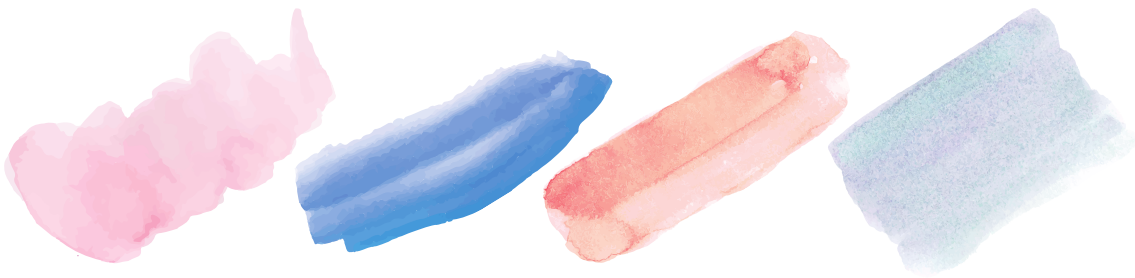
If you have multiple children, don't feel like you need to put them all in the same type of outfit. For example, one of your daughters could wear a dress, while the other wears a skirt. Mixing up the wardrobe pieces will bring a great visual interest to the photos.

Baby's outfit

Newborns are usually most comfortable in a swaddle. I do not pose newborns traditionally, but we can absolutely wrap up your tiny bundle. This also works best for images of the baby together with an older sibling that is still relatively small himself. Be sure to consider the colors in the swaddle you choose for the shoot so it coordinates with your other family member's outfits.

Whites

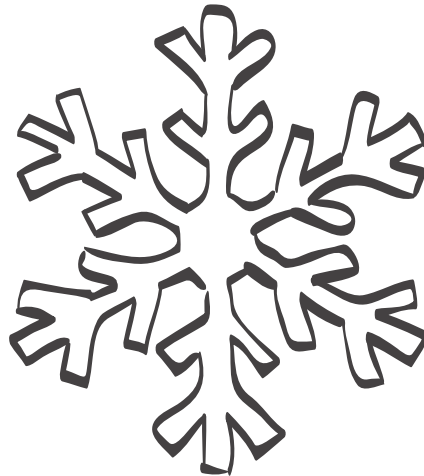
The one big exception to the "do not match colors" rule is if you decide to all wear whites. I absolutely love the clean and sophisticated feel of an all-white session. One big BUT: no white pants! If you decide to go all white, keep dad's pants shades of light beige or grey. You can also absolutely combine different shades of white. Off white, clean white, light beige, and grey all go well together and photograph beautifully together.





When it's cold outside

In the cooler months when you need to put on more than a dress or a shirt, I usually recommend wearing knitted clothes, which generally photograph beautifully. It is perfectly fine to wear several layers - it actually adds visual interest and is an easy way to create different looks in one session. Think cardigans, long scarfs, or nice coats if it is getting really cold. It is also absolutely possible to wear a summer dress in winter, and combine it with a thick woollen cardigan. Knitted hats and mittens, as well as scarfs, are cute for children and adults.



If in doubt, I am happy to help!

Feel free to text me photos of your outfit choices.
303-669-0700

I'll happily give guidance on which will look best for your portraits.



@kelliephotodenver

