

WHAT TO WEAR



THE
HEADSHOT
STUDIO

WELCOME!



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OUTFIT SESSION TIPS

- **Choose the Right Colors**

Choose colors that complement your hair as well as your complexion. Take color psychology into consideration. What message do you want to convey using color? Not sure which colors look best on you? Look at old photos or ask people you trust.

- **Make Sure It Fits You Well**

Your outfit should fit you well. An oversized jacket or baggy blouse simply looks unprofessional.

- **Add Layers**

If you want to make your headshots interesting without using patterns and big jewelry, layer your clothing instead. Just do this in moderation if you want it to have the right effect though.

- **Keep It Wrinkle-Free**

Even though your schedule is busy, showing up to your headshot session in wrinkle-free clothing is non-negotiable.

- **Consider Your Niche**

If you want your headshots to appeal to employers and clients in your sector, factor this into your outfit choice. If you're a creative, find ways to add a touch of fun to your headshot outfit without it being too distracting.

WHAT TO WEAR TIPS FOR MEN

- **Opt for Solid Colors**

Solid colors are always better. Not only do they look more professional but they're not distracting.

- **Think Twice About White**

A white shirt is certainly professional but keep in mind that does reflect more light. If you are going to wear a white shirt, then it is better to wear something darker over it too.

- **Fitted is Better**

Whatever you wear, make sure it fits you well. Baggy, loose clothing just looks unprofessional. This is also why it's important to choose and try on any outfits a few days before your shoot – it gives you the chance to tailor your shirt and jacket or come up with a plan B.

- **Undershirts Are Not Recommended**

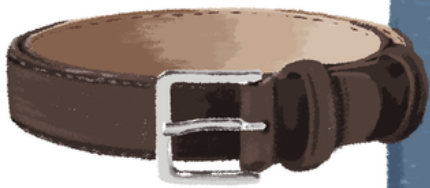
You might wear an undershirt daily, but they do tend to show up in photos since brighter lighting is used. It's best to skip the undershirt for your headshots.

MEN'S LOOK 1



A well-fitting navy suit is a fantastic option when taking corporate headshots. Those in more professional industries will want to opt for a more conservative look such as this. Don't forget to accessorize, these items add important details to your look. Brown leather shoes and a belt pair nicely next to the navy which will elevate your style.

Blazer – Bonobos / Trousers – Bonobos / Shirt – Indochino / Belt – Allen Edmonds / Shoes – Allen Edmonds / Tie – Bonobos



Looking for a modern alternative to a suit? This look takes a light khaki blazer, a subtle barely there plaid print and pairs it with chinos and a classic chambray shirt, making the outfit read a bit more casual. This is a great option for the man who might not need to look as conservative in his headshots.

Blazer – Bonobos / Trousers – Bonobos / Shirt – Proper Cloth / Belt – Mr. P / Shoes – John Lobb



For business casual looks or those in a more creative industry, try this look. A bomber is a great alternative to a suit jacket or blazer while still giving you a polished look. Pairing the bomber with a polo, like this sweater knit, will give you the option of going sans jacket in your shots. Keep your accessories simple with classic white sneakers and a watch to round out the look.

Sweater – Theory / Watch – Shinola / Bomber – Theory / Shoes – Common Projects / Pants – J Crew

SKINCARE TIPS FOR MEN

- **Stay Hydrated**

Water is your skin's best friend so drink up daily the week before your headshot appointment.

- **Shield Your Skin Against the Sun**

Stay out of the sun as much as possible the week before your session. And if you do need to step outside, apply sunscreen.

- **Get Some Shut-Eye**

Under-eye bags will show up in your photos and makeup can only do so much, so make a point of getting enough sleep, particularly the night before your session.



WOMEN'S LOOK 1



This is the most classic look for business headshots. You can't go wrong with a black blazer. Make sure you choose a well-fitting blazer that accentuates your body shape, as this will be the key item to this look. Styling the blazer with simple black trousers and a white blouse brings this outfit together. Don't forget, you can also remove the blazer while taking photos which gives you two great looks out of one.

Blouse – Vince Camuto / Blazer – Vince Camuto / Trousers – MM La Fleur / Shoes – M Gemi



A skirt and blouse option is a perfect combination for the woman looking for a more feminine style. This outfit here is a great example of a monochromatic look, using different tones of neutral beige throughout the outfit. Wear your blouse tucked in to accentuate your waist line and add a belt for extra detailing. If you're looking to add a little personality to this outfit, a silk scarf is a great accessory to give this look a little flair.

Blouse – MM La Fleur / Skirt - MM La Fleur / Scarf – Banana Republic / Belt - Express / Shoes – Ann Taylor

SKINCARE TIPS FOR WOMEN

- **Hydration is Everything**

Drink enough water in the week leading up to your session to keep your skin looking supple and healthy.

- **Book a Facial**

For an added layer of hydration, treat yourself to a facial a few days before your session. This is not the time to try any new peels!

- **Schedule a Wax**

Unfortunately, facial hair can stand out in a headshot, which is why you should schedule a wax a few days before your session. Do not wax the day before your shoot as you could still be red.

- **Exfoliate and Moisturize**

Gently exfoliating your skin a few days before your session will clear away any dead and dry skin and flakes. Make a point of moisturizing twice a day – this is over and above your facial.

- **Get Some Sleep**

Getting enough sleep makes a massive difference to your face. You will look more energized and your makeup artist won't need to cover up puffy under-eye bags.

MAKEUP TIPS FOR WOMEN

- **Hire a Professional**

As mentioned with your hairstyle, it's best to hire a professional makeup artist for your headshot session.

- **Keep It Natural**

Your headshot makeup should make you feel comfortable and confident, so if you don't generally wear red lipstick, this is not the time to do it. Keeping your makeup as natural as possible is the best way to prevent it from becoming a distraction.

- **Avoid Highlighter**

Because highlighter can make your face appear shiny, it's best to avoid it on the day of your shoot

- **Go Easy on the Powder**

Remember, your photographer is going to use a high-resolution camera, which emphasizes the details of your skin, including your pores. Too much powder can result in an unflattering result.



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- **Draw Attention with Bold Shades**

While a bold necklace or earrings will draw attention to your face, it will place the focus on your accessories. If you want to draw more attention to your face in your headshots, wear bolder shades around your neckline.

- **Consider Branding**

If your headshots will be used on your website and marketing material, consider your brand colors. Find small ways to work these colors into your outfit so that your photos are complementary.

Here's a look at the psychology of colors. Choose the most appropriate options for your headshots:

White: purity and innocence

Black: mysterious

Orange: optimistic

Yellow: intelligent and joyful

Red: passionate and energetic

Green: nurturing and growth-oriented

Purple: creative

Pink: playful and loving

Brown: secure

Gold: successful

Grey: unemotional

Thank you for choosing our photography studio for your headshot photo session!



We are dedicated to capturing your unique personality and features in the most professional way possible. We know that determining what to wear is just as difficult as finding the right photographer. Even though your face is the focus of your headshots, what you wear still matters. Every detail in your headshot will contribute to your first impression, including your clothing, which is why we've put this guide together.

We hope this brochure helps to ease any overwhelm and give you some guidance to find the best outfits for your upcoming headshot photos.

A hand with black nail polish is shown touching a white garment hanging on a wooden hanger. The hand is positioned on the left side of the frame, reaching towards the center. The background is a light gray wall with a white metal clothing rack. Several other garments in various colors (tan, white, brown, beige) are hanging on the rack. The overall aesthetic is clean and minimalist.

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