

# THE ANTI-CORPORATE BRAND PHOTOGRAPHER

## STYLING TIPS FOR *flawless* PROFESSIONAL PHOTOS



**Simple, sophisticated necklines.** One of the most important aspects of your outfit for headshots is your neckline. Tops that have asymmetrical or modest necklines bring attention back up toward your eyes.

**Bold solids** are always in style. Go with jewel-toned colors that compliment your skin tone and play into your brand aesthetic.

**Accessories** can make an outfit pop--especially against bold solids. Play up your solids with statement pieces like a chunky necklace, patterned scarf, or your favorite earrings or watch.

**Layer it up.** Adding simple layers to your outfit with a fitted jacket or blazer can add great visual interest, and makes for a clean, sophisticated look.

**Avoid tiny patterns.** Prints are great, especially if they're a staple in your wardrobe. Just be weary of tiny plaids and other very small patterns, which can create a moiré effect that cannot be fixed in post processing.

**Make sure your feet are happy!** Heels and dress shoes are fabulous. If you're set on stilettos or oxfords that look fantastic but aren't that comfortable, bring flip flops or sneakers for those moments when we're between takes or changing locations.

**Bonus tip for makeup wearers:** If you regularly wear makeup and have the resources to do so, invest in professional hair and makeup. If you don't have the time or resources for this, simply apply one extra layer more of makeup than your normally would. It will feel strange, but the camera will *love* it.