

EYEMEDIA STUDIOS

Professional Photo Shoots



WHAT TO WEAR STYLE GUIDE FOR MEN

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ideas and tips on

WHAT TO WEAR

for your photography session

A commonly asked question is "What do we wear for our session?" so I set up this What to Wear guide to give you some guidance. My first piece of advice is - a little prep goes a long way.

Having your outfits chosen and ready to go in advance will allow you to arrive at your session relaxed and ready.

I hope the information here helps. Please keep in mind that I'm here to answer questions or even give you some inspiration.

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Styling

Your session should be fun. Styling is simply connecting clothing, props & locations.

For example, you would like to photograph a Portrait Session at our studio. We can include different coloured backgrounds, lifestyle room set, rooftop location, background replacement, you name it and we'll work it out.

Perhaps you've chosen an Urban setting for your session - that could be your favorite coffee or breakfast hangout, the local record or book shop.

Bring along your suitcase, favorite shopping bag and your super cool reading glasses.

Is your favorite place to go a secluded river in the country side.

Maybe Sundays are spent at the Art Gallery, Museum or the local market. These can be fun places for your shoot.

Some locations may need prior shooting permission, so let's make sure we have that covered.

FIND YOUR STYLE

styling your session and wardrobe

s e s s i o n T I P S & I D E A S

Seasons

Dress for the season we're shooting in. If the setting or background you've chosen doesn't reflect a specific season then it won't matter. If we're out shooting in a nature setting, a summer dress won't work if there are leaves changing color or bare trees in the background. The fabric your outfit is made from should also be season appropriate.

Variety

Variety is great and a great way to get variety is layering. You can get several looks simply by taking off or putting on a sweater or jacket, also by incorporating scarves, hats and other accessories.

Background

If we are shooting your session in a nature setting and there's lots of green around, wearing green for example will not be your best choice. Optimally you want to wear clothing that pops at least a bit, nothing that blends in to your surroundings.

Color

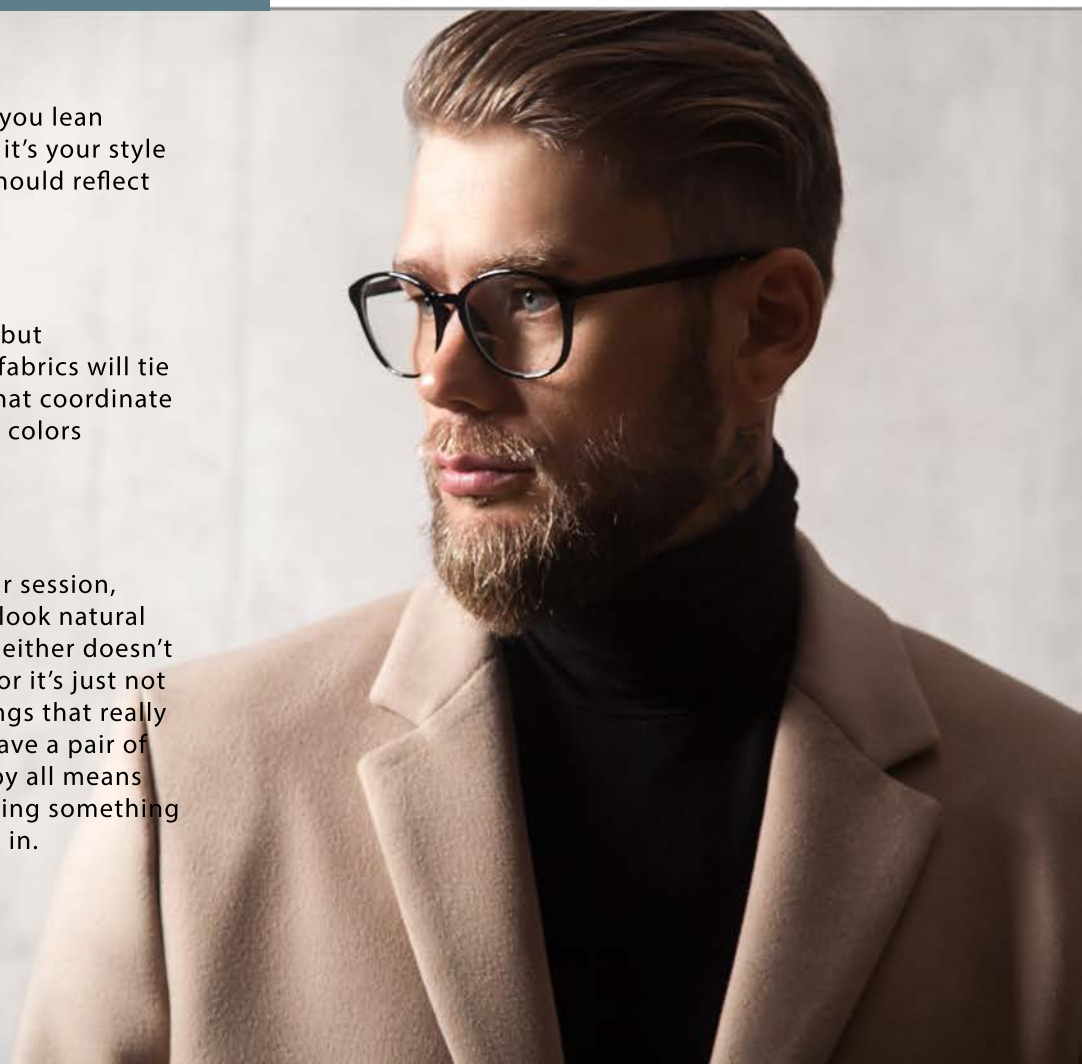
Don't be afraid of color. Whether you lean toward pastel's or bright colors, if it's your style and feel - go for it. Your images should reflect the everyday you.

Co-ordinate

You don't need or want to match, but coordinating colors and seasonal fabrics will tie your look together. Accessories that coordinate with your outfits can help tie your colors together.

Comfort

Regardless of where we shoot your session, comfort is key. Imagine trying to look natural when you've got an outfit on that either doesn't fit or the material makes you itch or it's just not your true look. It's the simple things that really matter. Same with shoes, if you have a pair of shoes that you want to show off, by all means bring them to shoot in but also bring something super comfortable to walk around in.





THE LOOK

NEUTRALS

THE BASICS

easy to wear - easy to coordinate

Neutral colors typically are white, khaki, blue, green, brown, gray and black. Any of these choices would work well as your base color, then pair it with 1 or 2 other colors.

Best advice, don't make white your central color, use sparingly to bring a freshness to your images.



If you love the idea of going neutral, remember you can change a look by incorporating different tones.

Putty, sand, ivory, medium navy and tan would all be considered NEUTRAL COLORS.

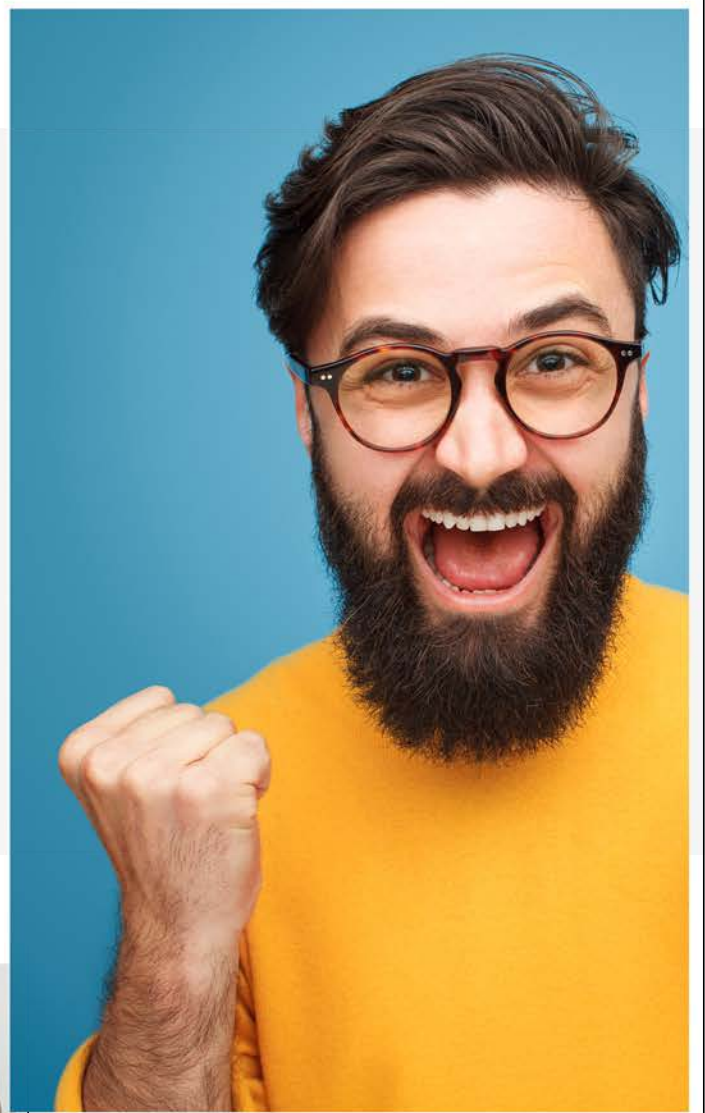
NEUTRAL TONES would be light, medium and dark versions of your neutral colors.

HAVE SOME FUN!

Love color, then don't go bland. Bold can be so much fun.

Choose a base color for your color scheme, it will unify the bolder colors or patterns; then choose 1 or 2 of those bright colors you love that work well together.

Bringing in bold in your accessories or props is another way of getting that distinct pop. Bags, ties, socks, jewelry can help achieve the look you're going for.



THE LOOK

**BOLD &
BRIGHT**

COLORS YOU
LOVE

THE LOOK

LAYERS & TEXTURES

HIP, FUN
COMFORTABLE



LAYERS

Add dimension with layers. A great look that works well, and gives you a variety of looks simply by adding or taking a layer off.

- Start with a basic, lightweight top - a neutral, solid color is good.
- Next layer - a sweater, vest, jacket or coat in a basic color
- Add a scarf, gloves (if it's cold), hat

LAYERING TIPS

Keep the under-layers light and fitted; proportion, length, and types of materials are important when layering.

TEXTURES

Play with texture. Incorporate a mix of different types and weights of materials, a textured knit or maybe a nubby wool coat.

TIP: Using all heavier materials in your layers will make you look bulky. Don't go overboard on the amount of textures you use and don't incorporate too many layers.



THE LOOK

PRINTS & PATTERNS

WHAT'S NOT
TO LOVE

FLORALS | STRIPES | CHECKS

- Choosing a more muted color palette for patterns is a safe bet and can be easier to coordinate your color choices with.
- Large or Bright patterns will take the focal point in any photo and make us look larger than we are.

STRIPES

- Horizontal vs Vertical? Vertical Stripes are going to be more slimming, Horizontal Stripes tend to make us look wider.

CHECKS | DOTS

- These can be fun to wear, keep in mind too small and the print gets lost, too large and the print ends up being overpowering.

CONSIDERING COLOR OPTIONS

- Choose one color from the chosen pattern to use when trying to pick complementary outfit colors for everyone.

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