



PHOTOSHOOT

WARDROBE GUIDE

YOU'RE GETTING READY for a photoshoot and it feels like that perfect outfit is just out of reach. If you can't get the outfit right, the photoshoot might feel like a waste of money and time.

We get it! It can be so stressful to pick out your outfit. But finding a wardrobe for your pictures is **easier than you think** with just a few tweaks.



**HERE ARE SOME
TRICKS TO FEEL
CONFIDENT IN
YOUR HEADSHOT
OUTFIT**

BEFORE YOU DECIDE what you are going to wear for your shoot, take a minute to **think about your personal style!**

Why?

An outfit should express your unique personality.

This headshot is all about expressing YOU, and that includes your clothes.



When you show up as your authentic self, you show up more confident. And confidence in front of the camera is key to **getting a picture your audience will notice!**

5 STEPS TO LOVING YOUR HEADSHOT OUTFIT

1) GO

through your closet and pick your favorite pieces.

Ask yourself why you like them. Is it the color, the fit, etc.

Now pick an entire outfit that meets those guidelines.

(e.g. women, if you like your shoulders, pick a halter top rather than a blouse; if you want to highlight your waist, pick high-waisted pants or a skirt.



2) ASK

"who am I trying to reach?"

Wear something that connects with your particular audience.

Examples:

Professional
Authentic
Successful
Casual
Full of personality
Unassuming
Loyal



*"Don't make fashion own you, but you decide what you are, what you want to express by the way you dress and the way to live."
-Gianni Versace*

3) WRITE

down 3 words that describe your strengths you want to show in your pictures. Have those words ready so we can talk through them.

4) PINTEREST

those 3 words along with “style” and pick a few favorites. Find themes and then pick one outfit you'd look great in.

5) PACK

a similar outfit using your wardrobe. Even if you throw it on just for the pictures and change back into your comfy clothes afterwards.

**THE SECRET
TO A KILLER
OUTFIT:**



COLOR

Pick a color that compliments your skin tone and eye color AND compliments your brand.

It's simple:

If you wear a color that makes your skin glow and your eyes pop, it won't matter if the clothes fit perfectly. **You'll look radiant and confident.**



TIP: If you're not sure what color compliments your skin, **check out www.instagram.com/colorpolotan** or experiment with different colors in front of the mirror.

HERE'S A GUIDE
FOR PICKING A
COLOR THAT
FITS YOUR
PERSONALITY:

Colors play a big part in impressions and they communicate different emotions. Wearing the colors that subconsciously portray the message you want can help you build trust and connect with clients

EMOTION		WEAR THIS TO:
RED	Power Passion Boldness Strength	<ul style="list-style-type: none">• Draw Attention• Show Energy• Communicate Strength
YELLOW	Enthusiasm Youth Happiness Positivity	<ul style="list-style-type: none">• Energize• Feel happy• Appear optimistic
GREEN	Harmony Calmness Peace Balance	<ul style="list-style-type: none">• Relax• Diffuse Negativity• Communicate good will
BLUE	Trust Loyalty Likeability Capability	<ul style="list-style-type: none">• Show Calmness• Look Professional• Appear Trustworthy
PINK	Compassion Love Playful Wonder	<ul style="list-style-type: none">• Pique Curiosity• Welcome Interaction• Come across as good-natured
BROWN	Stability Support Reassure Divert Attention	<ul style="list-style-type: none">• Encourage Common Sense• Conceal Emotions• Communicate Steadiness
GRAY	Practical Simple Conservative Quiet	<ul style="list-style-type: none">• Show Your Composure• Be Uncomplicated• Keep The World Out
BLACK	Power Elegance Authority Control	<ul style="list-style-type: none">• Show Luxury• Create Certainty• Display Authority

Wearing an outfit that **matches your personality and brand** will go a LONG way to helping you build **trust and increase revenue.**

We can't wait to meet you and watch you **make meaningful connections** with others through your pictures!



SEE YOU SOON FOR YOUR
PHOTOSHOOT!