PORTRAITURE

2021

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STYLE GUIDE

REBECA VELIE PHOTOGRAPHY

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STYLING YOUR SESSION

HEY!
IT'S TIME TO START CONSIDERING
WHAT TO WEAR FOR YOUR SESSION!

YOU WANT TO MAKE THE MOST OF YOUR TIME IN FRONT OF THE CAMERA,SO SKIM THROUGH THE FOLLOWING PAGES TO GET SOME QUICK TIPS ABOUT HOW TO SHOW YOUR BEST SELF OFF!!

(BUT IN THE END, IT REALLY COMES DOWN TO WHAT MAKES YOU FEEL THE MOST COMFORTABLE)

STYLE TIPS FOR HER

GET DRESSED UP! NOW IS THE TIME TO ROCK THAT FUNKY DRESS. IF YOU'RE NOT LOOKING AT ADDING A NEW PIECE TO YOUR WARDROBE, MANY OF MY CLIENTS HAVE USED *RENT THE RUNWAY* TO FIND BEAUTIFUL PIECES.

IF YOU HAVE LITTLE ONES IN THE PICS, I RECOMMEND LONGER DRESSES AS THIS WILL ALLOW YOU TO BETTER BEND DOWN AND INTERACT WITH THEM (EVEN THOUGH COCKTAIL DRESSES ARE SEXY AND CUTE).

TOP BRANDS:

- LULU'S
- URBAN OUTFITTERS
- ZARA

SAY YES TO THE DRESS

DRESSES & SKIRTS ARE TIMELESS, BEAUTIFUL, AND FLATTERING. LONG ONES ALSO CREATE MOVEMENT FOR THE CAMERA WHICH IS A HUGE PLUS. CHOOSE ONE WITH SOLID COLORS OR SIMPLE PATTERNS THAT COMPLIMENTS YOUR FIGURE.

ONE OR TWO OUTFITS?

TOTALLY UP TO YOU!
A LOT OF MY CLIENTS BRING ONE ELEGANT "WOW" DRESS AND ANOTHER MORE CASUAL "DATE NIGHT" DRESS. I LOVE BOTH. BUT YOU SHOULD TOO! IF YOU ONLY HAVE ONE DRESS THAT YOU'RE TOTALLY IN LOVE WITH, DON'T FEEL PRESSURED TO HAVE TO BRING TWO!

SOME CLIENTS ALSO OPT TO BRING A PAIR OF PANTS OR A SKIRT AND PAIR IT WITH A COUPLE DIFFERENT TOPS. THIS WORKS WELL TOO. BRING WHATEVER YOU'D LIKE AND I'M MORE THAN HAPPY TO GIVE YOU MY OPINION ON WHAT WOULD LOOK BEST IN FRONT OF THE CAMERA.

CHOOSING COLORS

I THINK THIS IS THE MOST CRUCIAL ASPECT. CHOOSE COLORS THAT WON'T BE DISTRACTING FOR THE CAMERA AND UNFLATTERING FOR YOU.

<u>THIS MEANS TRY TO AVOID:</u>

NEON COLORS
BUSY PATTERNS

<u>GO FOR:</u>

SOFTER + LIGHTER TONES
MUTED SHADES

<u>EXAMPLE COLOR PALETTE:</u>

- SOFT PINK
- MUTED BLUES
- SOPHISTICATED LIGHT NEUTRALS (HEATHER GREY, CREAMS, LEATHER BROWN, WHITE)

FLATTERING YOUR FEATURES

IT'S LIKELY YOU MAY FEEL SELF-CONSCIOUS ABOUT SOME ASPECT OF YOUR APPEARANCE. CHOOSE CLOTHING THAT MINIMIZES YOUR INSECURITIES ABOUT THESE AREAS.

SOME QUICK IDEAS:

- QUARTER LENGTH SLEEVES HAVE A SLIMMING EFFECT ON ARMS
  - SKINNY STRAPS + STRAPLESS DRESSES HAVE THE OPPOSITE EFFECT
  - COATS AND CARDIGANS ARE HANDY TO HAVE ON HAND
- HEELS ELONGATE WOMENS LEGS
  - BUT BRING SOME FLATS FOR COMFORT AS WELL
  - CLOSE TOED SHOES ARE GOOD BECAUSE THEY DRAW A LINE DOWN THE LEG TO THE TIP OF THE FOOT

MAKE A STATEMENT

LAYERS LOOK GOOD. DETAILS ARE IMPORTANT. NOW'S THE TIME TO PULL OUT ALL THE STOPS.

DETAILS ADD ANOTHER DIMENSION TO YOUR PHOTOGRAPH. DEFINITELY DON'T *OVER-DO* IT WITH PIECES, BUT A LITTLE CAN DO A LOT.

SCARVES, BELTS, FLOWER CROWNS (EVEN A BLANKET TO SIT ON) CAN ADD SOMETHING OF INTEREST TO THE PHOTO.

I RECOMMEND YOU DO NOT GET A SPRAY TAN, REGARDLESS IF IT'S DONE BY A PRO. THE CAMERA WILL PROBABLY MAKE YOU COME OFF ORANGE EVEN IF YOU'RE NOT. NATURAL IS BETTER.

IF YOU'RE WORRIED ABOUT HAIR AND MAKE-UP, GO PRO! THIS IS YOUR CHANCE TO GO ALL OUT!

STYLE TIPS FOR HIM

IN MY EXPERIENCE, WOMEN ARE OFTEN MORE EXCITED ABOUT THE WHOLE ORDEAL OF GETTING THEIR PHOTOS PROFESSIONALLY TAKEN. BUT JUST REMEMBER GUYS: YES, THIS MIGHT NOT BE *TOTALLY UP YOUR ALLEY*, BUT IT'S SUPPOSED TO BE FUN AND HIGHLIGHT THE GOOD THINGS ABOUT YOUR LIFE RIGHT NOW.

<u>TRY TO AVOID:</u>

- PINSTRIPES AND PLAID CAN BE DISTRACTING
- GRAPHICS AND LOGOS CAN ALSO BE DISTRACTING

<u>GO FOR:</u>

- LONG FITTED PANTS (COLORED, DRESS, OR JEANS)
- CLOSE TOED SHOES
- SOLID SHADES OF DARK GREY ARE OFTEN A GOOD COMPLIMENT TO A WOMEN'S OUTFIT

THE LAYERED LOOK

YES. THERE'S A REASON MOST MANNEQUINS IN MEN'S CLOTHING STORES HAVE LAYERS. IT LOOKS GOOD! SO EVEN IF IT MEANS A LITTLE DISCOMFORT, LAYERS CAN REALLY HELP TO BRING AN OUTFIT TOGETHER.

TO TRY:

- IF YOU ARE DOING PLAID, TRY A SOLID COLOR VEST ON TOP
- A MUTED UNDER-SHIRT COLOR AND A MORE VIBRANT COLLARED JACKET
- A QUARTER ZIP
- A BUTTON DOWN
- A CREW NECK WITH A COLLARED SHIRT UNDERNEATH

PREPPING THE FAMILY

TRY TO AVOID:

- MATCHING THE WHOLE FAMILY IN ONE COLOR

DO:

- THINK ABOUT "FITTING" YOUR OUTFITS TOGETHER
  - BY COLOR SCHEME
  - BY CHOOSING ACCENT AND DOMINANT COLORS FOR EACH PERSON
- USE A SOFTER COLOR PALETTE
  - SOFT PINKS, MUTED BLUES
  - SOPHISTICATED LIGHTS

FOR THE LITTLE ONES:

- PACK A GO-BAG WITH SNACKS, WATER, AND SMALL TOYS
- IF THEY ARE OLD ENOUGH TO UNDERSTAND WHAT'S GOING ON, TRY TO GIVE THEM A BRIEF EXPLANATION OF WHAT'S TO COME
- PROMISING A SWEET TREAT FOR BEHAVING WELL CAN HELP THE PROCESS GO SMOOTHLY
- IT HELPS TO MAKE SURE THEIR BELLIES ARE FULL AND THAT THEY'RE WELL-RESTED