



Why is your business portrait important? It conveys:

- You are a professional
- You take your career and brand seriously
- You are in demand and have a need, and can afford professional Images
- You're up to date and relevant

What to wear for your corporate headshot.

Keep in mind, these are just guidelines!

1. The most important advice for clothing is to wear something that makes you feel confident. Generally, dark, solid colors work best, with no patterns or logos (unless the logo is your own company). For a dressier look, traditional business colors (black, dark blue and grey) work well, as these tones really highlight the face, which is the first thing you want someone to see in the portrait. Casual can be a bit more open, but sticking with solid colors and sleeves that cover the arms will be more flattering.
2. Avoid haircuts or doing anything that radically changes your appearance before your session. Styling is okay and encouraged as long as you stick with what you are used to. If you do need a haircut, schedule it at least a week in advance. Men - A fresh shave and trimmed beard is a must.
3. Ideally, your business portrait showcases your personality and brand. This can be achieved through accessories and backgrounds. A scarf/tie in a signature color, or a favorite jewelry piece can establish your brand; a background that suits your interests/uniqueness can set the stage for what clients can expect when working with you, and establish common interests.
4. If you regularly wear glasses - wear them. You want to be recognizable. However, glare and lens distortion is a problem. To eliminate reflections, glare and odd distortions of the face, bring along a pair of empty frames.
5. Relax and have fun. It will reflect in your images.