

what to wear

# Style Guide

FOR THE WHOLE FAMILY



JESSICA MARIE PHOTOGRAPHY

*"Today's little  
moments become  
tomorrow's precious  
memories."*



## HELLO & WELCOME

I am so excited that you're considering having  
Jessica Marie Photography capture your sweet memories!

My name is Jessica, and the above photo is me with my family. I really love getting to know each family that  
I work with so we can really capture your personalities and pause this moment in time!

Customizing your family session is what makes my job so fun. I love brainstorming with my clients to come  
up with the location and style that fits their vision, so we come up with something timeless for them to  
look back on for a lifetime. I would be honored to be your photographer.

Thank you for your time, it would be my absolute pleasure to be  
chosen as your family's photographer. I look forward to getting to know you and your beautiful family!

*Love*

- JESSICA MARIE -

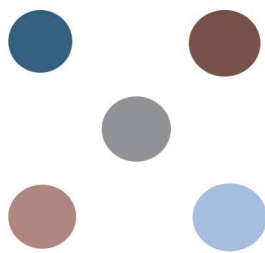


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# “What to wear?”

More than any other question. I am always asked by clients what they should wear to their family session. What you wear sets the tone for your pictures, so choosing your outfits can be a daunting task, but it doesn't have to be. The most important thing to remember is that you should reflect your own personal style, you should feel comfortable and wear what makes you feel good.

I've learned a lot over the years of helping my families simplify choosing outfits and looking picture perfect. And I want to share my favorite tips for what to wear in family photos with you!

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

## 01 Always feel comfortable

The most important thing to remember is that your clothing should reflect your personal style, you should feel comfortable and wear something that makes you genuinely confident and happy. If you feel good, you will look good! Choose clothing that gives you freedom of movement and won't require a lot of maintenance throughout your session.

## 02 Consider your home decor

When you are picking a color scheme please bear in mind that these colors will be the color displaying on your wall so you would like your images match with the interior of your house.

## 03 Consider your location

Always keep your session location in mind when choosing your outfit. You don't want to blend with your background. If you want natural looking, relaxed images, dress in a way that's appropriate for your location. For example, if you're shooting your family photos down by the beach, then light summery clothes and bare feet will be perfect.

## 04 Choose classic over trendy

Think about choosing neutral, pastel colors and avoiding trends. Go for classic, timeless looks that will stand the test of time. The last thing you want is to look at your photos 10-20 years from now and question your fashion choices. I recommend staying away from logos, characters, or other selections that could date your portraits.

## 05 Keep makeup natural

You will want to avoid using very heavy makeup, but a bit of color on your lips, eyes, and cheeks will help bring you to life in photos. Be sure to bring some lip gloss with you as well for touch ups as there may be lots of smooches in story from your partner and little ones!

## 06 Pick the colors first

I recommend that you start by selecting a base of 2-3 colors and carry those through the outfit so that everything “goes” together but doesn’t match. Keep in mind that the colors you choose for each family member do not have to match, but they should look nice together. You don’t want everyone looking the same. Mix neutrals with some accent colors. Neutral create a soft and elegant style and will give your images a timeless feel.

HERE ARE SOME TIMELESS & CLASSIC COLOR SUGGESTIONS



## 07 Layer, Pattern and Textures

Layers are one of the best ways to add a pop of color or variety to your outfit. Consider throwing on a cardigan or jacket over a dress, add scarf or throw on a belt. For the boys think blazers, hats, and extra button down shirt etc. Don't be scared of patterns and prints. They can work great in moderation. Pattern can make your wardrobe look less boring and add some interest. When choosing patterns, look for small simple patterns in soft or neutral colors, Stay away from loud patterns and as I stated before, please say no character t shirts etc. Textures are wonderful too. Think lace, ribbons, ruffles, crochet, and embroidery...the possibilities are endless.

## 08 Accessorize

You can really play up an outfit and add personality and interest to your photos with accessories. Accessorize but keep it simple: Hats, scarves, belts, which are easily exchangeable, can add a nice touch to the photos. Also, Fresh floral crowns can be a really romantic touch for you and your girls as well.

## 09 The little details count

Shoes are a very important part wardrobe and they make the whole look cohesive. Choose colors and styles that coordinate with the choice of your outfit. Steer clear of flip-flops, runners/sneakers, or shoes that are too worn out. Check your finger nails, you do not want chipped nail polish because it can be seen. If you are wearing sandals, make sure you have a pedicure too. Remember to iron the outfit. You are investing time and money into a custom portrait session, take the time to ensure everything has been reviewed.

## 10 Plan ahead

Make sure you have given yourself enough time to think about all of the details of your session. Plan ahead so that #1 you can truly think about your photos and everything you want out of the session, #2 you aren't rushing and stressing out right before your session, and #3 if you have decided to go for a new look for your session or someone gets a bad haircut, you still have time to fix things if you need to.



# Say Yes & Say No

MOM, DAD, GIRLS AND BOYS

## 01 Mom

### SAY YES TO :

- Maxi & Midi Dresses
- Fitted tops tucked into long skirts
- A-line dresses/coats
- Skinny jeans
- Tunic-length shirts, either fitted or flowy
- Cardigan/blazer over fitted shirt
- Scarves
- Ankle boots
- Riding boots

### SAY NO TO :

- Very dark colors like black and dark navy
- Strapless/sleeveless tops and dresses
- Heels (hard to play in – if you decide to wear them, stick to chunky heels or ankle boots)
- Dresses above knee-length (hard to play with the kids and keep it pulled down)
- Short shirts + low-cut jeans (same thing)
- Stripes and plaid
- Low-cut shirts
- Baggy clothes (fitted is generally more flattering)
- Very chunky knits (they can make you look larger than you are)
- Cheap/flimsy fabrics
- Necklaces (hard to keep in place – earrings are a safer bet)

## 02 Dad

### SAY YES TO :

- Shirts designed to be worn un-tucked (it's really hard to keep shirts tucked in when you're playing with your kids)
- Blazers
- Chino pants/shorts
- Button-downs with sleeves rolled up to elbows
- Sweaters layered over collared shirts, especially if they're textured (think chunky knits)
- Slim-fit jeans

### SAY NO TO :

- Short-sleeved polos (instead try short-sleeved button-downs)
- Small prints like plaid and stripes – solids are a better choice
- Formal button-down shirts – keep it more casual with untucked button-downs & relaxed fabrics
- Baggy shorts/pants
- Athletic shoes
- Cargo shorts - White t-shirts and shirts
- Undershirts that show - phones/wallets in pockets

## 03 Girls

### SAY YES TO :

- Everything listed for mom, plus these optional accessories: headbands, hats, bows, rain boots, tights, leather shoes/boots, boat shoes, Converse & Vans cardigans

### SAY NO TO :

- Visible diaper/underwear (try shorts or bloomers under dresses), neon, athletic shoes or character shoes, phones/wallets in pockets

## 04 Boys

### SAY YES TO :

- everything listed for dad, plus these optional accessories: suspenders, bowtie, caps, high-top sneakers/Vans

### SAY NO TO :

- tank tops, neon, shirts that have to stay tucked in (look for shirts designed to be worn untucked), visible diaper, athletic shoes or character shoes (Disney, etc.)

# Family Session

## CHECKLIST

- ☐ Save date, Time and Location
- ☐ Review Guide for Style Tips
- ☐ Schedule Hair and Makeup Appointments if Desired
- ☐ Choose Your Outfit
- ☐ Pack A bag With:
  - ☐ Flats or Flip-flops for walking between photo spots (if you wear heels)
  - ☐ Second Outfit (if you're doing two)
  - ☐ Touch-up Makeup
  - ☐ Water bottle (for warmer sessions)
  - ☐ Coat or Cover-Up (for colder session)
  - ☐ Snack for little ones
  - ☐ If you have a toddler or younger, small eye-catching toys to hold their attention



# Let's Chat

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