

YOUR STYLING GUIDE

by Lydia Schnitzer

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I M A G E R Y

Let me capture your **UNIQUE** look

Unlock your magic within

You have booked a session with me and now find yourself asking the one essential question: **WHAT SHOULD I WEAR FOR MY PHOTO SESSION?**

You are absolutely not alone. In fact, this is such a common question, that I have decided to create this **FREE STYLING GUIDE** to help you and your family look the very best in our pictures.

As much as I love to get a lot of say when it comes to art direction in my images, I do want you to know, the pictures we are creating are for **YOU!**

That being said, I want to capture your uniqueness with my vision and you should feel like yourself in front of my lens.



What style of cloths should I wear?

Be you, be comfortable!



If you are anything like me, and most days just wear comfy couch clothes, of course I don't encourage you to wear those during your session.

But how do you like to present yourself when you show up and show out? And most importantly, what version of you would

you like me to capture?

Speaking again from my perspective, I would show up differently to a wedding vs going to an art show or a fancy dinner.

Once you have decided on a style, the much more important question follows: colors!

Timeless, classy, unique

A photograph to impress for years to come!

DO's:

- > Generally speaking, classy and timeless always works great.
- > Consider to spice up your outfit with some texture. To complete the look, consider adding a hat, a scarf, a vest or jacket.
- > Make sure what you wear fits you well.
- > Consider meaningful props for kids.

DON'Ts:

- > Keep away from busy patterns, name brand prints or character prints as they can become quite distracting or overwhelming.
- > Please no matchy matchy outfits! It cute and cookie cutter but does not match my artistic vision I want to capture for you.

Ask yourself: Does my outfit match the location of display (print or web)? How do I want to portrait myself or my family?

Picking the right color scheme

What message do we want to convey?

We are looking at a colorful fall setting with children in their own magical world. Their outfits consist of warm fall colors.

The boy in the middle is in the spotlight and the girls' outfits are matched to his. His yellow coat breaks up the vibrant pattern underneath a little while falling within the color scheme.

The message: happy kids playing on a beautiful fall day.



Maybe you have heard this before: some colors are considered “warm colors” and others are considered to be “cool”. Warm colors evoke a feeling of happiness, optimism and liveliness while cool colors are linked to quietness, rest, contemplation and calculation.



Colors that make you shine

What speaks to you?

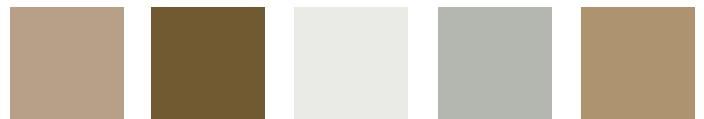
Colors such as yellow, orange, red and colors with a hue of these 3 colors are considered warm colors.



Green, purple, blue and colors with such hue, are considered to be cool.



Green can contain a lot of yellow, and in that case will make it a warm color again. It can be easily combined with other warm colors.



Brown usually is warm but if it contains a lot of blue or green, you guessed it right, it will be considered a cool color again and can be paired with other cool colors.



Black and white are considered neutral. With a slight tint of either a warm or cool color, they no longer will be neutral. (Egg-shell white contains yellow and therefore is warm, black-blue on the other hand is a cool color.)



Black is a color of mystery, power, sophistication and elegance. White showcases innocence, goodness and cleanliness. Both can be paired with either cool or warm colors.