

I'd like to go over some basic photography tips when it comes to picking out clothing for photo shoots. These are tips that should be considered in all photo shoots, no matter what season. I'd like to call it—

Flo's Wardrobe Rules

1 No Tennis Shoes.

They are often distracting in a photo. Wear darker colored shoes to camouflage better in a photo (unless you have some awesome colored heels)!

2 No White Socks

This is a MUST! White socks are so distracting in a photo. We want people to stare at your face not your feet!

3 The More Layers the Better

I am a HUGE fan of layers. Cardigans, vests, scarfs, jackets are examples of layering. Layering adds colors and textures that can really enhance a photo, making it more unique and fun.

4 Limited White

The color white is often a tricky color to photograph. No matter what shape or size a person is— white is bright and can also cause unflattering photos. Your eye automatically looks at the brightest part of the photo first.

5 Texture is Your Friend

When I say texture I mean ruffles, buttons, stitching, lace, corduroy, necklaces, or anything that adds texture to your clothing. It gives the photograph (and your look) more dimension and adds interest to the overall photo.

6 No Large Logos

Large logos are also quite distracting in a photo. You may love shopping at Hollister, but avoid the bulky logos in your family photos.

7 Mix and Match

Don't— and I repeat— DON'T wear the same colors! Pick a few colors and mix and match! Mixing solids and textures will separate everyone, while at the same time accenting each other's outfits.

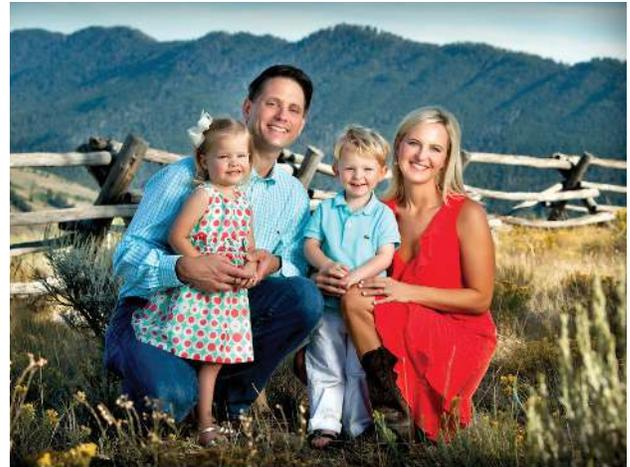
8 Get the Iron Out

Wrinkles in shirts and pants can make the whole look of your image feel sloppy. Be mindful of the material you choose to wear in your portrait. If it is able to be ironed, you should! Also be sure everyone is wearing something that fits well. Time to look Sharp!

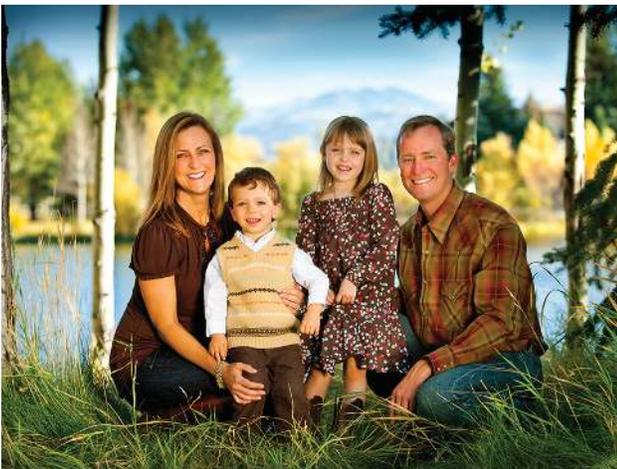
We love these wardrobe choices and here is why



Nice use of brights with darks, everyone has a combination of both.



Choose one pattern to pick colors out of. Works great!



Understanding of the colors happening in the environment. Great use of patterns with similar tones.



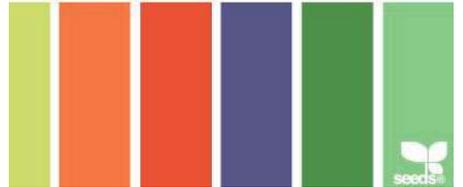
Nice use of patterns while keeping tones the same. Women all have a jacket or sweater layer.



Same colors worn in different ways by each person and lots of layers and textures.



Similar, subdued tones to match the environment.



Give these color palettes a try

