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PHOTOGRAPHY

STYLE GUIDE

The most important thing when choosing your outfit for a photoshoot is that you feel comfortable! If you're not relaxed because you feel like your outfit doesn't suit you, it will show in your photos. Here are a few tips for selecting colours and textures to suit you and your environment. Don't try to follow all of these guidelines but choose the advice that best reflects you. If you have to force it, it's probably not be the best option for you, so give something else a go. If you're still unsure at the end of this guide, be sure to email me for some advice!

DON'T MATCH COORDINATE

When deciding what to wear for photos, concentrate on coordinating, not matching. Gone are the days of matching an entire family in denim! Start with the youngest and pull colours from their outfit to dress and layer everyone else. Layering can make a huge difference in tying in all the colours.



CHOOSE A COLOUR PALETTE

Pick a palette of 3-4 colours. Let this be your starting place. Think in terms of tones: blue tones, earth tones, neutrals, pastels, etc.





USE COMPLEMENTARY OR MONOCHROMATIC COLOURS

Consider your photoshoot location, what is the main colour of the background? Choosing clothes which are the opposite on the colour wheel will help complement each other and create a beautiful colour scheme. Choosing clothes that match the main colours of the location will draw the focus to your face because it will stand out rather than blend into the background.



STAND OUT WITH BOLD COLOURS

To help 'pop' in the frame, don't be afraid to add some bold colours. My work is filled with joy and happiness so adding cheerful colours to the mix can complement the mood so well! Pick only one or two happy colours and use some neutral tones (white or grey) to tame them a bit. If you'd like to include some patterns, try to stick to only one or two people at the most donning stripes, polka dots or a similar geometric pattern then coordinate the family! For example, if dad is wearing a chequered shirt, draw one colour from it and have a child wear a pop of that colour.





CHOOSE NEUTRAL CLOTHING

For at-home newborn or family photos, which are typically taken on the big bed, it's best to stick to wearing cotton t-shirts, linen pants, no shoes and loose and comfortable clothing. Staying

neutral in a bedroom setting keeps the photos simple and soft with the focus on the connection and emotion between people. Stick with light coloured bedspreads instead of bright colours or sheets with strong patterns.

If you're really unsure of what to wear, wearing any combination of cream, grey, and tan is a safe bet. It is pretty hard to mess that up and looks good in almost every setting, especially dried-grass fields. The soft neutrals always bring the focus back to the people in the photos. This timeless look is easy to pull together, and (bonus!) dads love looking comfortable and not all dressed up.

If you'd like to add a touch of colour, subdued colours, solids, and muted prints work well for that. Skip logos and words as they draw the eye. Babies and toddlers look adorable shirtless and in just a nappy covered with bloomers.

CONSIDER YOUR LOCATION TYPE

Always keep your session location in mind when choosing your outfit. If your session is happening in a city setting, dress up a bit with a pair of cute heels and a fancier dress than you'd normally wear to match the bustling vibe of the city. If you've selected a more natural environment, choose something a bit more casual such as a maxi dress and opt for casual footwear like flat sandals or boots.





ACCESSORIES & HAIR STYLES

Choose dark socks and footwear (unless preparing for a barefoot photo on the beach), because white sticks out like a sore thumb and that's all you'll notice in your portrait. Alternatively, you can use your socks or shoes to bring a pop of colour to your images.

Keep jewellery simple and minimalistic, because too much jewellery takes attention away from your face.

Do your hair the way you normally would while wearing your portrait clothes. Try to avoid fancy up-dos with jeans or ponytails with evening gowns. This will help your portrait look more timeless and represent more closely who you are, not just what you look like.



WHEN ALL ELSE FAILS

We've all been there! I've got three young children and I'd be lying if I didn't say that I wanted to cancel the whole shoot at the thought of trying to coordinate my family's outfits. If you try to implement some styling tips but nothing seems to work, just put on everyone's favourite outfit and show up feeling comfortable. Avoiding the stress altogether will make the shoot more enjoyable, and as long as you bring a smile, your images will be beautiful!

