



WHAT TO WEAR

Deciding what to wear doesn't have to be stressful. Take a deep breath, maybe a sip of wine, and open this guide to dressing your family for a photo shoot. These tips should make it a bit easier and more fun!

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PLAN AHEAD & FIND INSPIRATION

Start thinking generally about what to wear as soon as you start planning your photo shoot. It's best to make decisions beforehand so you feel relaxed before the session. Set a reminder on your calendar 2-3 weeks before your photo appointment, and block out about 60 minutes for wardrobe planning. Consider the location, the time of year, what the weather could be like, and if layers might be a good idea. (Hint: layers are always a good idea.)



COME UP WITH A COLOR PALETTE

- Think about decorating a room in your home.
- Select items that complement each other without exactly matching, the same way you would decide on a sofa, pillows, lamps, etc. in order to complete the look of a room.
- Consider fabric textures and the way they will contrast or enhance the look and feel of the environment of your photo shoot.
- Incorporate personalities and tastes - don't do anything that isn't "you."
- Think about colors that complement each other on the color wheel - pinks go well with greens, blues go well with beiges. Greys and neutrals go with a lot of things.
- Use patterns sparingly, and avoid solid white and prominent logos.





ASSESS YOUR CLOSET

- Start with your own favorite outfit and see what coordinates with it.
- Lay everything out on your bed so you can really see it.
- If you have someone picky in your family (ahem, a 4-year-old?) give them a choice between 2 outfits you like. Ask them to help you take the photo, and say, “See what we’re all wearing for the photo shoot?”
Involving them will help them process what to expect, preventing a battle when it’s time to get dressed.
- You might want to buy a piece or two to complete the ensemble, so make sure you have the photo handy on your phone for in-store or online shopping reference.



— TRY IT ON FOR SIZE —

Literally, make sure it all fits.

- Have everyone try on what you've laid out.
- Kids grow fast. People lose weight.
- Don't forget shoes! Kids' shoe sizes change often.



Accessorize.

- Add some bling. Why not?
- Personalities really shine through with accessories.
- Give kids some options that are special to them.
- Small things won't show but have big mood impact.
- Bring something for that "fun shot" at the end.



YOU CAN DO IT!



A FEW LAST TIPS

- It can feel daunting to plan a wardrobe at first, but embrace your creative spirit.
- If something doesn't look quite right, it probably isn't. Try swapping it out for another option.
- Your instincts and knowing your family's personalities will go a long way towards looking great in the photos.
- Share pictures of the outfits with trusted friends and ask for opinions - open up a little discussion if you're not sure.
- Many people want their photos to be "perfect," but it always comes together, so try not to try too hard.
- Finally, RELAX! Remember, timeless art comes from letting things be as they are.

See you at the photo shoot!

KEEP IN TOUCH

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