

Client Style Guide

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PHOTOGRAPHY

Hello

I am Valerie. Hopefully I've introduced myself by now - if I haven't, we might have a problem. Ideally, we've already had your shoot date booked for a while and we are fast approaching it. I have compiled a style guide to help you guys out! Fortunately, I am pretty lucky in that my clients usually have killer style. Yay, that's you! But I have a few pointers here about what photographs well, what colors and styles tend to flatter on camera, and how to be your best you in front of the camera. Take what you want, leave what you don't, and as always - hats, dogs, leather jackets and gratuitous flowers are always welcome here.





Style Mood Board



WHAT TO WEAR

The Ladies

Alright, lady. If you have ever wanted to get super fancy - wear a flower crown, rock a floor-length gown, be a forest nymph... whatever - now is your chance. I always say, don't be afraid to go all out "for the insta," and I have the same motto for my shoots. Have a look you're going for? Tell me and I'll see if we can hook it up! This is going to be a collection of photographs you will share and look back on for the rest of your life, and I want you to be as obsessed with them years down the line as you are when we take them. So, treat yo'self.



01. FLOWY

Flowy. long. lightweight. These are all good keywords to use when looking for a dress that photographs well and keeps you comfortable during a shoot. Flowy dresses look amazing in the wind, and with movement - which is just a bonus when you are your boo are already killing the face game and being cute AF.

02. SLEEVES ARE FLATTERING

...and are also super in right now! For the same reason as above, sleeved gowns flow well and look great with a little movement. Also, it helps to keep everything focused on you guys and your faces, and how cute you are looking at each other, rather than draw attention to flashy bits of skin here and there.

03. YOU'VE GOT OPTIONS...

Bring one outfit or two! I leave this up to my clients, but the option is there to have an outfit change if time permits. Often, my clients like to bring one more formal outfit, and another more relaxed outfit. This helps to create images that you guys can use for years to come, for all kinds of occasions.

04. DON'T BREAK (OR ROB) THE BANK...

Show-stopping dresses cost a pretty penny. Don't I know it. But you don't have to spend a ton of cash if you don't want to. If you don't want to add a permanent piece to your closet, places like Rent the Runway are a great option. You can rent designer gowns for several days at a fraction of the cost of purchasing them, and then you just return them. Easy! But if you're interested in buying something, ASOS, Lulus, Nastygals and Topshop are all affordable options. Nordstrom rack also has some great stuff if you're looking for the Nordy's thing at a lower price point.



WHAT TO WEAR

The Dudes

Alright, let's be honest - a lot of what the dudes wear depends on what the lady says, but it doesn't hurt to look at a few photos for reference! Generally, I like the guys to wear neutrals or dark colors. This keeps everything focused on your faces and expressions, and on that beautiful lady you get to be photographed next to (go you!) Generally, this means no prints, no bright colors, and avoiding distracting buttons, zippers, or other features. Hopefully it goes without saying, but cargo pants: if you're thinking about them... just don't. Unless you're using all those pockets to bring snacks with you, in which case you have to share!



01. SUIT UP OR NOT?

This mostly depends on whether or not your gal is dressed to the nines. You don't want to look like a hobo standing next to your dimepiece, but you also don't want to out-dress her. Usually something in-between - depending on what your girl is wearing - works. Maybe a sport coat and slacks with a white shirt and no tie? If your girl is a little more casual, try a sweater and slacks or rolled up dark jeans and some brown or neutral shoes. If you really want to wow me, bring a leather jacket. Seriously, I mean it. I'm all about the James Dean look.

02. FRESH PRINTS OF BEL-AIRE

Prints and patterns are usually a no-no, because they can be distracting from what we really want to focus on - you guys and your faces. Try and stick to neutral colors - blacks, whites, beiges, browns - and generally try and stay away from things like stripes, polka dots, and tartan (sort of has a lumberjack effect on everyone - unless that's what you're going for.)

03. A WORD ON TIES...

I don't think they're entirely necessary. But if you are just a tie or bow-tie kinda dude, I'm not going to stop you. But let it be known that there is nothing more distracting than trying to get a tie blowing in the wind to sit properly and stay in place during a photoshoot. Windswept hair? Sexy. Windswept tie hitting you in the face? Not so much.

04. YOU'VE GOT OPTIONS...

One outfit or two? Like with the ladies, I leave it up to you if you want to bring two options. Again, this will depend on what your lady is doing. I often suggest if you want to bring two outfits, to bring one look that is more dressed up, and another much more casual look.



Other great things to bring to a shoot:

Pets.

Champagne.

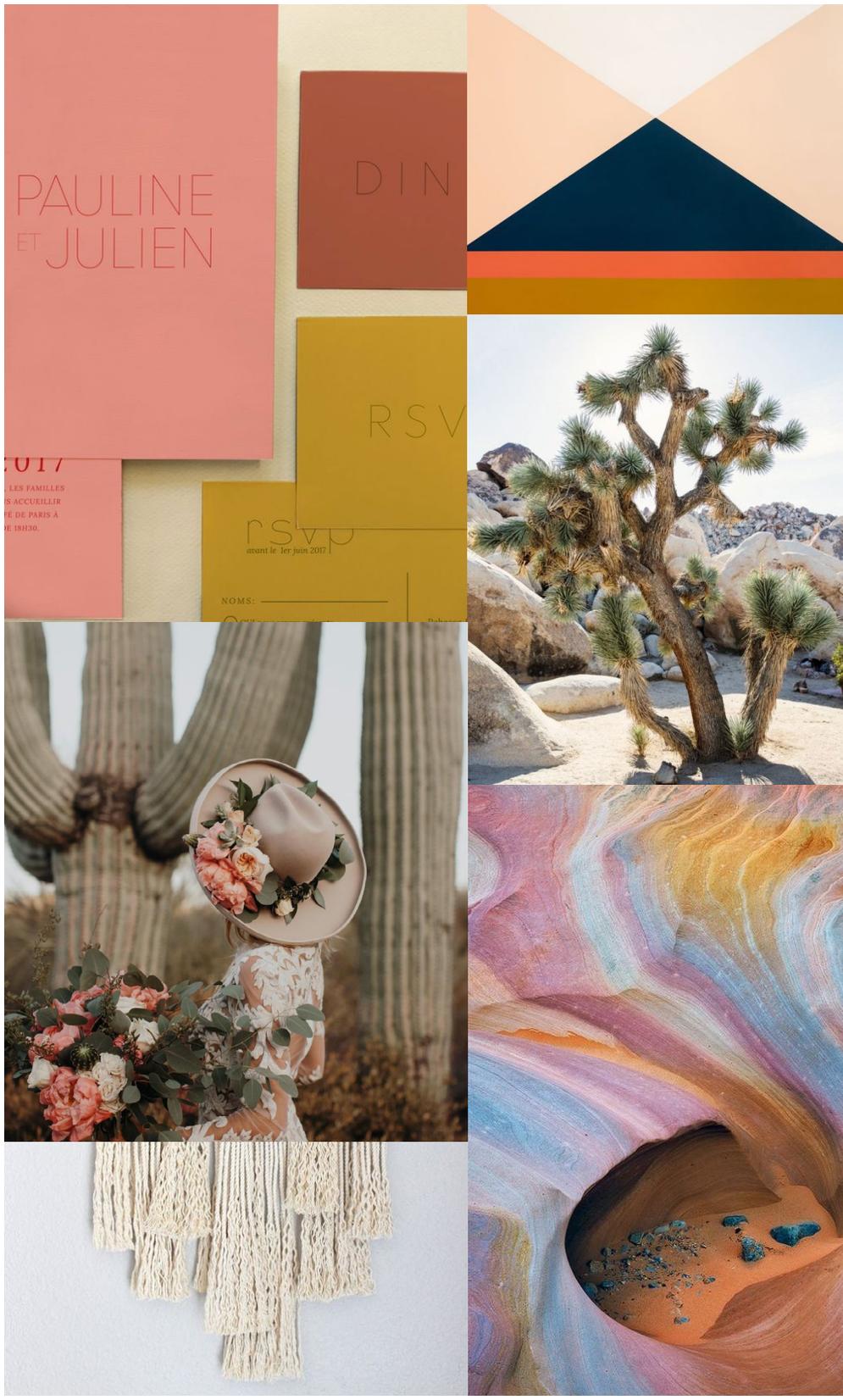
Tacos.

Hats.

Neon signs.

Peacock chairs.

Plants of any kind.



WHAT TO WEAR

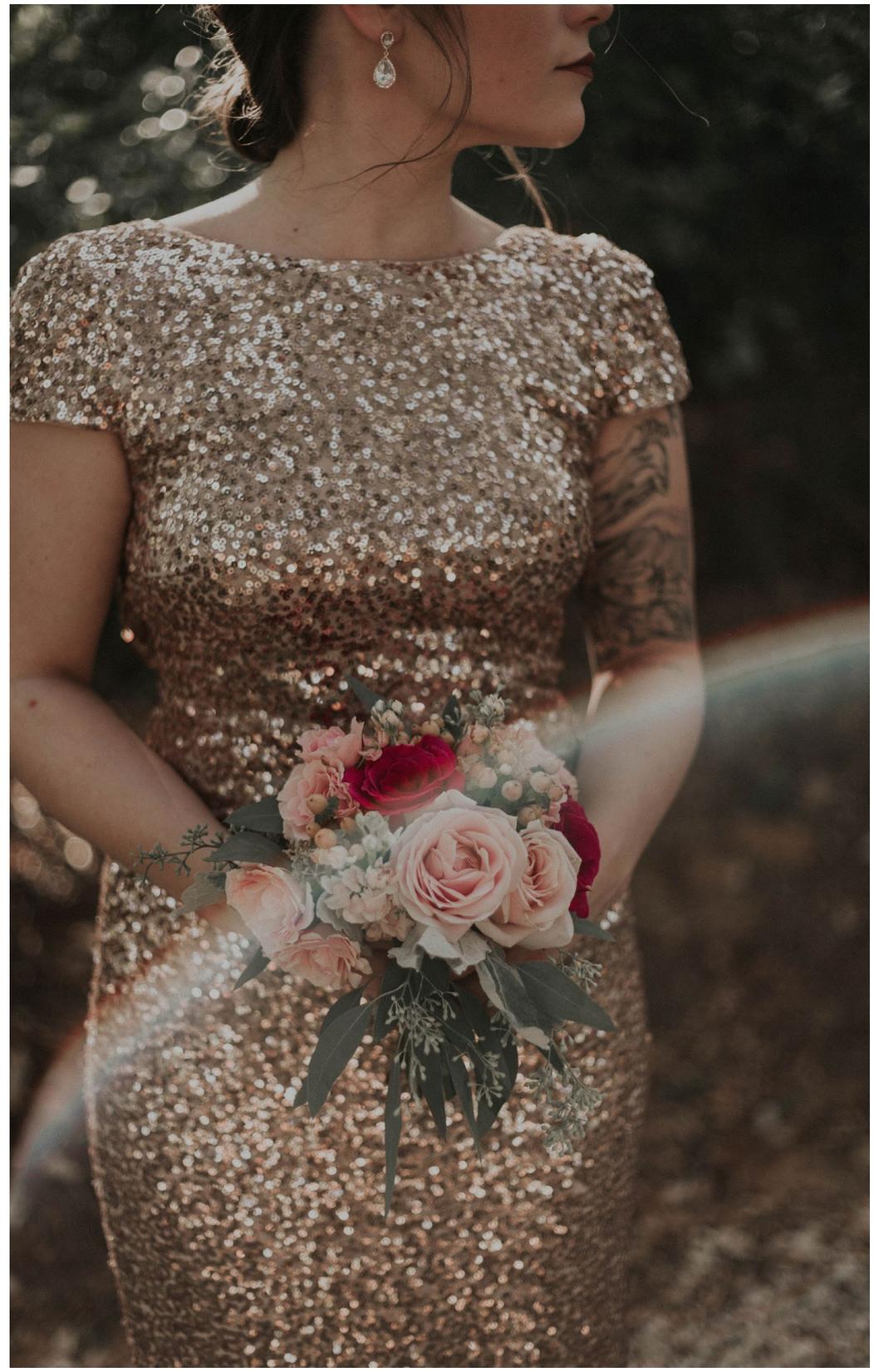
Colors

Full disclosure: desert colors are a big part of the inspiration behind my work, so I'm a total sucker for muted pastels, warm sunset colors, and light neutrals. But in general, muted colors tend to photograph well on skin tones also. Bright and bold can be tempting, as they really stand out and make a statement, but I often find that jewel tones and pop-ier colors tend to steal the show from you. Wear the dress - don't let it wear you! Let it also be known that I'm a total black-on-black person also, so if dark and moody is your thing, let's make that happen.

YOUR BEST SELF

Hair, Makeup & Nails

I am always amazed at how well my clients can do their own hair and makeup, but there is just something "wow" about a client that comes prepared with a blowout and a little bit of extra Makeup action. I know I can do my everyday makeup pretty well, but I don't do so well at special occasion makeup, so I always make sure to make a Blushington appointment when I know I have to look extra fancy. Whether you're doing your own face or getting your whole look done, a little bit of oomph tends to look better on camera. Definitely don't do anything out of your comfort zone - we want you to look like you, of course - but the rest is up to you! One thing I do ask my clients to do is try and get a manicure or have your nails nicely groomed if we're doing engagements, bridals or a wedding shoot. Gotta make that bling look good!





EXTRAS

Flora & Fauna

So you want to get crazy and bring florals into the mix. Far be it from me to stop you! For real, though I am so on board. Florals are totally optional, but they can add a nice touch and tie a look together - especially in bridal and wedding shoots. Choose colors that match your outfit for the best look across the board. Peaches, whites, and sage-y greens photograph really well. Greenery is honestly hard to beat. Eucalyptus, Thistle, Sage, oh my! Bonus points if you bring full-on cacti.

