

COURTNEY DEXTER PHOTOGRAPHY

*style guide*



# I N T R O

Outfit choices can make or break an image. Gone are the days of white shirts and jeans for everyone. Instead let's coordinate colors. I know it can be a little hard when trying to choose your outfits and really nail down a color, but that is why I created this guide. To help you and give you my best tips.



# S T Y L I N G   H E R

I always recommend styling yourself first. We as moms (this applies even if you aren't a mom) are so hard on ourselves and we typically are the last one to check off the list. We are always making sure everyone else looks good and overlooking our own selves. Let's put an end to that! Mom, find something that you absolutely love.. You want it to be comfortable and flattering, and then coordinate everyone with what you have for yourself.



## DRESSING TO FLATTER

Shorts and jeans are not the most flattering in portraits. Instead, opt for dresses or skirts. These photograph so well and are flattering on every body. When selecting your dress or skirt, keep the length of the dress and sleeves in mind. You want something that stops above or below the joints rather than right on the joints. Aim for long sleeves,  $\frac{3}{4}$  sleeves, or cap sleeves. Find lengths that are floor length, mid calf or mid thigh. This gives your body that length that we all desire.

## ADD LENGTH TO YOUR LEGS WITH A HEEL

While there is nothing wrong with flats, a little heel really adds length to the legs. If you are afraid of falling because of not having the most amazing balance (I get you!) then there is always the option of wearing a comfortable shoe until time to take the portrait. We can do a real quick switcheroo and get those nicer heels on!



## DON'T BE AFRAID TO ACCESSORIZE

Accessories photograph very well. Hats, scarves, jewelry, etc. really add an extra element to your session and can be really beautiful!



# STYLING HIM

When it comes to the guys, the fit is the most important part of their outfits. Clothing that is oversized and baggy is not flattering for them. Men photograph much better in more of a fitted style. I don't mean tight and uncomfortable, I simply mean, not loose and baggy.

Men also photograph better in pants and dress shoes rather than shorts and flip flops. Going more on the dressy side never hurt anyone, either, so do not be afraid to go for the suit coat!

HOWEVER: If dressy is not your family's style, that's ok!

Also, be aware of the tones and shades of colors in belts and shoes. Try and get those pretty similar! We don't want them to be clashing.

Accessories on men are a little more simple, but it still applies. Watches and ties can really take the portraits to the next level!

Another important note: before the session begins, be sure to empty pockets of phones, wallets, keys, etc. This step is really easily overlooked but can make a huge impact!





# STYLING KIDS



For styling kids I recommend going with something comfortable for them. Nothing is worse than an uncomfortable kid, am I right?! We want comfort but not at the price of style, so I'm not talking play clothes comfort. But you know that. Avoid shirts with large logos and characters as well as tennis shoes shoes with the same. And let's not even talk about light up shoes. HA!

Aim for layers on the little boys, they look oh so cute in them! This can be a t-shirt with a vest or suit coat, a sweater over a button up, etc. In the summer months this may not apply too well, but in the cooler months layers are very nice!!

The same applies for the little guys as it does the older guys, they photograph best in pants and dress shoes rather than shorts and flip flops.

For the little ladies, dresses photograph so well on them! Layers can be very easily added here as well!

# COLORS AND PATTERNS

I know that it can be a little hard to figure out what colors to go with and whether you should do patterns or not. here is something that may be of some help! Colors photograph well when they are more neutral and earthy toned. Colors can be done nicely as well as long as they are not extra bold, bright or neon. Think, light colors .

# NEUTRALS

Aim for more of a muted tone. Bright and bold colors can create a reflection on your skin creating non-natural looking skin. Not only is this hard to edit, but it is simply not flattering.

When selecting the color pallet, look on Pinterest for inspiration or even look at the colors of the decor in your home. Think about where you would want to display these portraits and ensure that the colors you select would go well in that area of your home.

Neutral tones that are easy to pair include blush, tan, light pink, cream, grey, and whites. It is highly recommended to have one main color for your outfits and then have every other garment and accessory to remain neutral.

Aim for Earth tones in your colors:

For greens go with sage or forest

For orange, choose rust

Yellow- Mustard

Purple- Plum

Browns- Deep Brown or Camel

Red- Burgundy

Pink- Mauve

Blue- Dusty Blue or Navy

White- Cream

AVOID: bright or neon colors.

Bright reds, oranges, pinks can cast colors on the skin that we do not want.

When selecting your colors, it's important to choose a more muted color than bright and bold.

Patterns can be really nice when they are larger. The smaller the pattern the harder it is for the camera to pick it up. Try to avoid everyone being in something with patterns as this will be far too busy for the eye.

Instead, have one person be the statement piece and pair solid, neutral colors with that statement pattern piece. This is far more pleasing to the eye!





# WHAT PATTERNS TO LOOK FOR

When selecting patterns keep these in mind:

Dainty floral patterns

Plaid or buffalo check

AVOID:

Horizontal or busy

Stripes

Logos

## WHERE TO SHOP

FOR MOM:

Roole

Bohme

ASOS

Gigi pip (hats)

Shop Stevie Hender

Shop Zoco

Rylee + Cru

Iy City Co

Baltic Born





## FOR DAD:

Zara  
Cotton On  
Target  
Old Navy  
H&M  
Amazon

## FOR KIDS:

Roolee  
Fin & Vince Zara  
H&M  
Quincy Mae  
Jamie Kay  
Rylee + Cru  
Ivy City Co



## HAIR AND MAKEUP:

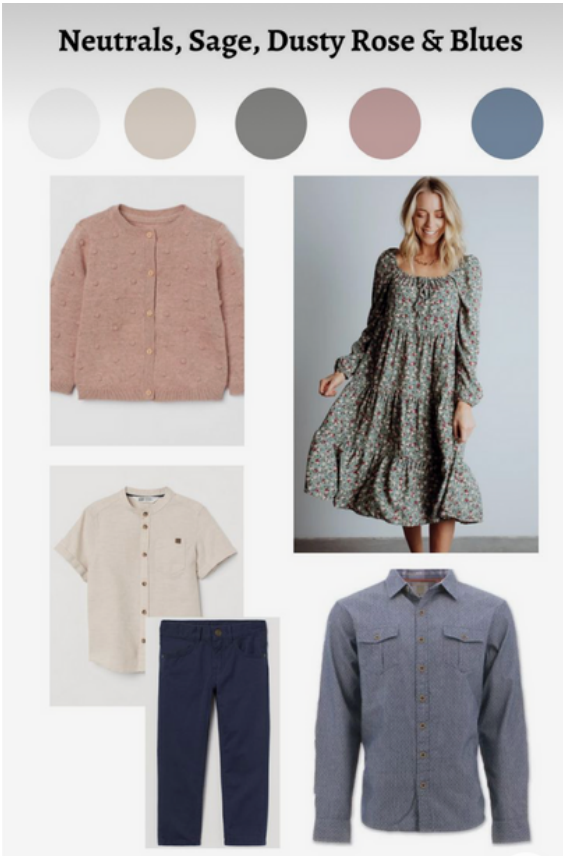
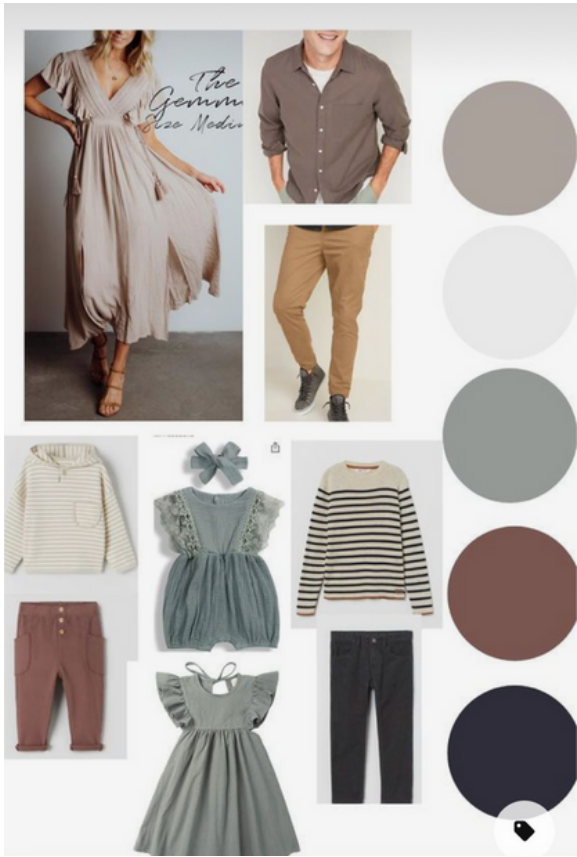
Makeover by Maddie

## SPRAY TANS:

gleaux by kelsea



# NEUTRAL EARTH TONES



# BOLD NEUTRALS

## Neutrals, Sage, Dusty Rose & Blues



MOM



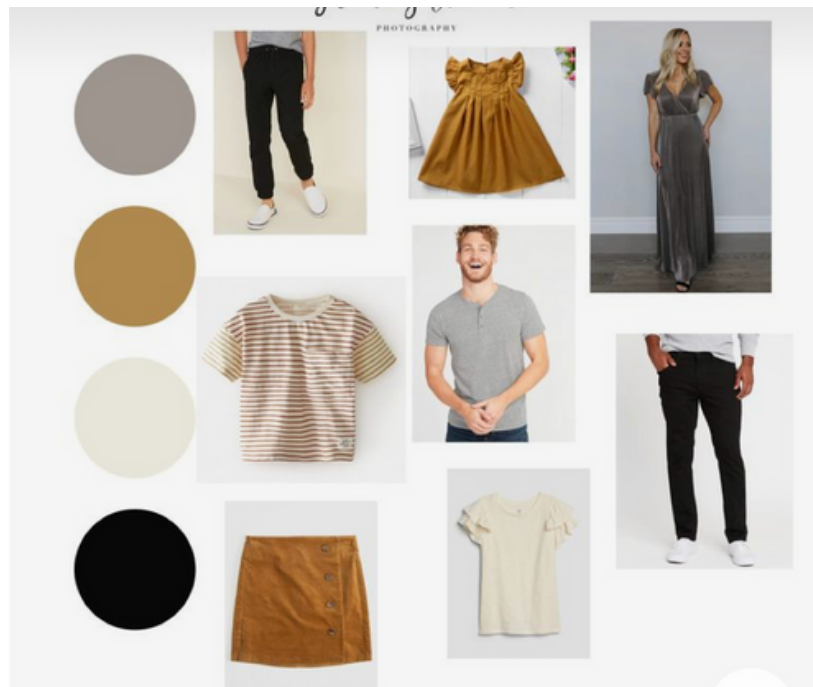
DAD



SISTER



BROTHER





# TEXTURES

*Chorduroy*



*Tulle*



*Cable knit*



*Swiss dot*



*Eyelet*



# GET INSPIRED

If you need more inspiration, check out our Pinterest boards!

OUTFIT INSPIRATION

MATERNITY SESSION INSPIRATION

LIFESTYLE NEWBORN SESSION INSPIRATION

FAMILY SESSION INSPIRATION







XOXO,  
COURTNEY

