



WHAT TO
wear
STYLE GUIDE

KARRIE DAVIS PHOTOGRAPHY

WELCOME TO
KARRIE DAVIS PHOTOGRAPHY

I know a lot of people find it a hard job coming up with good, solid wardrobe choices for family photography. It's stressful sometimes, but it doesn't have to be!

I stress coordination rather than uniformity. The days of all white, all black, or all jeans is a thing of the past! Here are some tips for you along with hits and misses, looks to avoid, and shops to check out.

Family picture time is a great time to embrace your individual style choices, your favorite looks, and bold colors, prints and layers.

Remember that these photos will be on your walls for years and on the social media forever so classic and authentically you will make your memories something you will cherish forever!



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WARDROBE TIPS & TRICKS

- Primary colors are always safe, but don't forget to mix them up. Yellows (mustards), Reds (cranberrys), and Blues (navys) are great to be a starting (or pop) color. Choose another one or two colors that compliments your starting color. (Navy and mint green, etc.) Remember, beach sessions NEED color!!
- Make sure things fit and you FEEL great in your outfit. A nagging strap or tight pants can come through on your face in a picture as well as on the camera. Feeling great leads to looking great, which will make a big difference in your smile, and the overall enjoyment of your session.
- Layers add dimension and depth. In the summer? Layer your dress with a cute belt & pendant necklace. In the fall and winter? Cardigans, statement necklaces, scarves, hats, etc. Be prepared to be flexible with wardrobe, in case you have to switch it up last minute. Cold kids don't smile, and sweaty kids don't make for great photos.
- Things to AVOID: flourescent colors, too much green, and big logos or writing. Flourescent colors cast onto skin and can be harsh. Wearing too much green with lots of trees at a location can blend you in too much. And big logos or writing can be distracting and will be the focus of your images, instead of your family.
- Take a friend shopping with you. They will see you better than you see yourself when trying on clothes. If he/she tells you it looks great, believe them! We're our own worst critics.



WHAT TO WEAR TO FAMILY SESSIONS



I created this example using www.polyvore.com, which is free and easy to use.

This is a great resource for finding color creations that look great and you can look at everything together. For example: this is a style board for a family of 5, during a fall season session. Summer would have a whole new look. Plus, at the beach, don't stress about shoes since we tend to ditch very early on in the session.



SHOP RECOMMENDATIONS

Here are a few of my favorite shops, that no matter what your price point, is a great place to start. If you are shopping for the whole family or just the kids, these all have something to offer. Also, associates at these stores LOVE having customers ask for guidance and they style the models so they are a great resource.

GAP

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www.gap.com

This is my go to store for all the basics. They carry a little bit of everything. Gap offers discounts often, and has great sales!

OLD NAVY

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www.oldnavy.com

This is great for finding coordinating items, especially for boys! A great go - to shop for the whole family at a reasonable price.

FREE PEOPLE

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www.freepeople.com

A comfy, easy, and boho feel is perfect for all year pictures, and it really gives a feet in the sand or boots in the field look to your style. A timeless feel of your styling.



