

Brand Photoshoot STYLE GUIDE



10 Must Try Looks *to radiate* ON CAMERA!

A GUIDE FOR WOMEN

Written by Brand Photographer Meg McMillan. Bonus Feature by Personal Stylist Vanessa Valiente

hey there gorgeous!



Thanks for diving into the brand photoshoot style guide! Wardrobe is everything when it comes to incredible images that STAND OUT and communicate your unique brand message.

As someone who is not naturally gifted in the style department myself, I totally get that choosing outfits can feel overwhelming. But have no fear! I created this guide to help simplify things for you.

I am NOT a personal stylist. But after doing 100 personal brand photo shoots, I have learned a bit about what colors, textures, and outfits look incredible on camera! And my number 1 tip when it comes to feeling fabulous on camera is to **wear what YOU feel good in.**

This is everything. The key to good brand photos is your energy. And if you're not feeling confident because of your outfit, it will show in the images. So take time to play with wardrobe and put together some eye catching looks that you can't wait to show off! It's time to step into the highest version of you.

Remember you are beautiful and perfect just as you are.

Every single inch of you is a masterpiece! Rock a bikini on your shoot, no matter what size you are, as long as you FEEL good! You have complete control over your wardrobe choices. And this guide is filled with lots of juicy ideas and outfits to experiment with.

PLUS there's a bonus section of tips and tricks written by the top personal stylist in San Diego, Vanessa Valentine! Follow her guidance and have fun reinventing yourself. It's time to step into the highest version of you and radiate on camera!

Meg

Entrepre-uniform

Look one

Luckily as entrepreneurs we usually get to create our own uniforms. And you want your potential clients to get a feel for who they can expect when they meet you. What go-to outfit do you wear for client consultations, zoom calls, or events?



Try this

- A cute jumpsuit (what I personally wear on photo shoots)
- Jean cut off shorts with a tank (if you're a coach in Bali)
- A high quality yoga outfit (for yoga teachers)!



PRO TIP: *Color is Key*

I think Coco Chanel said it best with, "the best color in the world is the one that looks good on you." You don't have to wear your brand colors the entire shoot, but definitely incorporate your brand colors in at least a few outfits. This will really bring your website and brand together!



Elevated *Elegance*

Look two

Did you ever play dress up as a little girl? Now is your time to do it again and shock the world with a new version of you! It's true what they say, when we 'dress to impress' people will take us more seriously and you will attract higher paying clients.



Try this

- If you never wear dresses, now is the time!
- Try adding a lavish vegan-fur coat or some bling.
- Recreate your favorite red carpet look! Or wear a gown to add an interesting juxtaposition.



PRO TIP: *Lip Color*

Don't forget the lip! It's mind blowing how just adding a bold pop of lipstick can transform your look and draw the viewers eyes in. And if you're going for a more calming vibe, then try a neutral color.



Something that *sparkles*

look three

I just love a little something shiny that sparkles in photos because it really catches your eye! This is especially true when using studio lighting which is always an option for my clients to try on their shoot.



Try this

- Mix a solid color top with a shiny/glittery/sequin bottom.
- Add shine with props like balloons, glitter, crystals, and more.
- A statement necklace that sits right below your collarbone looks stunning.



PRO TIP: *Accessorize*

Don't forget your accessories! They are a great way to tie in fun patterns and pops of your brand color. A statement bag, clutch, scarf, shoes, hats, jewelry, stationary, books, balloons, and on-brand swag are great adds!

Everyday You

Pack several “everyday you” looks. You can never have too many everyday you outfits because you want to come across as authentic and relatable. Make sure all clothes are pressed and super clean. The goal is to elevate your image and brand with these photos!

Look four

Try this

- Cute Pj's if you normally work from home.
- Jeans with chunky sweater over..
- A sundress with a big floppy hat.

PRO TIP: Dress Seasonally

Unless you do a quarterly shoot, consider packing at least one outfit for every season. I know throwing on a sweater in the middle of summer is not the most pleasant! But I encourage you to embrace a little discomfort so you get a big variety to keep things fresh on your social media feeds. You'll thank me later!





Flowy & Free

Look five

Flowy pieces look incredible on camera especially outside in the wind! Because it adds texture and depth to the image. Flowy translates to a playful, free, and ethereal energy.



Try this

- Try a long Flowy dress or skirt.
- Dance around somewhere with wind with a long scarf or piece of fabric.
- Try some bell bottoms or flowy pants. Yep, they're back in style!

PRO TIP: *Play Dress Up*



This might sound obvious, but always try on all your outfits ahead of time. And don't stop there. Take selfies from different angles in the mirror, and wear them for a day. Make sure you can comfortably move and sit without needing to constantly adjust.

Feminine & Sexy

look six

Something feminine and a little sexy is always good ladies! This can be perfect for a celebratory birthday post or for when you want all eyes on you during a launch (it's true - sex sells). So bust out that little black dress and flaunt your beauty and femininity!



Try this

- A cute cocktail dress or fitted skirt in a vibrant color.
- Some white pants with a crop top!
- A bathing suit at the beach.



PRO TIP: *Be Intentional*

Really think about your brand when prepping your outfits. Context is everything. Think about the kind of lifestyle your dream clients resonate with. You on a beach in a bikini sipping coconut water...or you in a lavish red carpet dress with a Louis Vuitton bag?





Lady Boss

Look seven

This is your best professional look. Something lady boss can really help you step into that CEO role in your biz and communicate professionalism. Even if you're not a corporate brand, you may eventually need to use these for a specific speaking engagement or something. Don't forget heels to complete your look!

Try this

- A tailored suit or skirt. Or pair a blazer with jeans for casual-profesh vibes.
- Add a leather jacket or studded shoes for more edge.
- Reading glasses & sunglasses are a fun to add too.

PRO TIP: Textures

What fabrics and textures do you feel most comfortable and confident in? Texture can really communicate a lot and look more dynamic on camera. Leather is more edgy, whereas cashmere is sophisticated, and fur is very luxurious.

A Bold Pattern

look eight

Some photographers will tell you to only wear solid colors. I say... boringgg!! Yes it's true you want some headshots with a solid color as to not distract from your beautiful face. But definitely have at least one playful pattern on your shoot. And if you have a more minimalistic style, you can add a pop of pattern with your accessories instead.



Try this

- Animal print pants or a skirt paired with a solid top!
- A floral, tribal, or animal print dress.
- A leopard print handbag or shoes.
- Vertical stripes are more slimming than horizontal!



PRO TIP: Necklines and Cuts

When I nailed down what necklines and sleeve lengths look most flattering on my body, it was a serious game changer! If you don't already know your ideal cuts, it's time to play dress up. Some women look gorgeous in a low V-cut shirt and others can rock a high turtle neck!





the Statement T

look nine

You can never go wrong with an on-brand statement-T! This is really fun if you have something special coming up to announce or want to spread more brand awareness with your logo. Look for a local small business like Pigment in San Diego who can custom make your T-shirt the same day!

Try this

- Bright "on brand" pop colors are always fun for photos.
- Make sure the words are large enough to read.
- **Order one of my custom designed Confident AF shirts here.**

PRO TIP: *Play is Key*

Your energy in your images is just as important as your wardrobe choices! So make sure you come to your shoot day with rested body, positive mindset, and playful attitude. The more fun you have, the better the images will be.



Fun & Creative

look ten

Your photo shoot is your chance to step outside your comfort zone and get some creative images that will STAND OUT! I always love ending the shoot with something creative and fun. So go ahead and unleash your inner child by wearing something playful, getting a little messy on the beach, jumping in the ocean, and beyond :)

Try this

- A tulle skirt because they're SO fun and always look great on camera.
- Ever wanted to be royalty for a day? Consider renting a costume!
- Play in some colored powder or even body paint!

PRO TIP:

For inspiration check out **this Pinterest board** of past clients who were bold and creative on their brand shoot!



INSIDER TIPS FEATURE BY

Vanessa Valiente

"I am Vanessa Valiente, San Diego's #1 Personal Stylist and creator of V-Style, the first and longest standing fashion blog in America's finest city. From celebrities to domestic engineers, I have spent twelve years dressing women of all ages and body types for the still image. Here are my top ten fashion recommendations for your branding shoot with an emphasis on body type."

Founder of the V-Style blog.
Subscribe for more style and wardrobe tips here!

All Body Types - The universal flattering and versatile garment is a $\frac{3}{4}$ length sleeve top or dress with a scoop neck in a rich color like blue, purple or red.

Large Bust or Short Neck - Skip high necklines, like a crew or turtle neck for a photo shoot. Instead go for a scoop neck or soft v-neck. If you really want more coverage, a boatneck or ballet neckline is far more forgiving.

Wide Shoulders - Skip square necklines, like a tank top or tank dress, this will widen and square up your shoulders even more. Instead, interrupt the firm horizontal line of your shoulders by creating diagonal lines with a halter top, raglan sleeves, high cut cap sleeves or chevron stripes.



tips from a personal stylist

Large Arms - Even slightly bigger arms can photograph large. Thankfully, there are flattering poses to help with that. Style wise, any kind of fitted longer sleeve is flattering as is a high cut cap sleeve or angled short sleeve. If you are going sleeveless, a strap that sits at an angle slims the arm.

Narrow/Straight Hips - Narrow hips need fabric to fill in the curves missing from narrow hips. Ruching on the side seams of a pencil skirt, sheathe dress or body con dress can do this. A flared skirt may also be a good option for you. A printed skirt or dress is also a great way to camouflage the lack of curve. If you want to skip a skirt or dress, slacks and skinny jeans/pants look amazing on narrow hips.

Jewelry: Cohesive is everything. Make sure all jewelry you are wearing is in the same metal tone or material. I generally encourage timeless jewelry looks like hoops, drops, a slim bracelet and simple rings so the images are more timeless. I love bold jewelry in an image, but keep in mind trendy jewelry will date the picture faster.

Hair Up - Hair down tends to be the most celebrated look, but if you are an up-do kinda gal, like myself, and you are being photographed with your hair up for a dressier (non-casual) look, wear bold drops or statement earrings. Amazing earrings will take the place of flowing locks.

PRO tip

When wearing bold earrings, skip a necklace. Even the the most complimentary necklace will crowd a bold earring. Plus, a bare décolletage is slimming.

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