

# Session and Style Guide Spring & Summer



## Welcome

YAY!!! I am so excited you are here!!! The fact that you have received this means we are all booked and are in the prepping stages for your session. Figuring out what to wear in the warmer months (spring and summer) are sometimes difficult. Beyond that, picking out and coordinating an entire family can be frustrating, overwhelming, and let's face – make anyone want to give up and wear yoga pants and a hoodie to their session. But - NEVER FEAR!! I am here to give you a few little tid-bits that will make all of this SO much easier and WAY less stressful.

This guide will show you all the tips, tricks, do's and don'ts to follow in order to get those beautiful photos you're dreaming of. After that, your only job will be to show up on the day of the shoot and be yourself, and because I am kind of a goof – we'll laugh...like a lot =).



## Frequently Asked Questions

What time will I arrive?

I will arrive at our meeting location approximately 10 minutes before your session time.

Should I bring anything extra?

Nope. Not unless we have previously discussed it. Leave your pets at home (unless I have okayed "Fluffy"), also no need to bring props, blankets, or anything else – I will have it all covered.

Should I bring a stroller?

Maybe. Some of my locations do require a little bit of a walk, and if you have multiple children plus a diaper bag it can be frustrating to keep everyone

moving. Double check with me after we have decided on location and I will let you know if it's a stroller friendly spot.

What should we expect?

To have FUN! No matter what, we are going to go out there and have fun! I want to see you and your family laughing, giggling, tickling, and chasing each other with wonderful delight – I will be there every step of the way capturing it all. Don't worry if the kids meltdown, this "ain't my first rodeo" I've seen it hundreds of times and I'll see it hundreds more – it's A-OKAY – the biggest thing is to not stress, and let me do my job – remember, that's why you hired me!

What happens if it is raining, windy, or chilly on the day of our session?

I will be closely watching the weather and if it looks like it is going to rainy or windy, or on the chillier side (early spring sessions may encounter this) we will reschedule.

When will we receive our photos?

In approximately three days, I will post a sneak peek on social media. About one week after your session I will schedule for you to see all your images and choose what you have in mind to do with them.

### Quick Tip Checklist

This is the fast and furious version of this whole Style Guide – it is a great page to

print when you are heading out shopping or if you need a quick reminder of the rules =).

- Choose your TWO OR THREE complimentary colors.
- White/cream and black/grey are nice.
- Each person has their own dominant color from your chosen palette.
- Use prints and patterns sparingly.
- Layer with vests, sheer or flowing kimonos or shawls.
- Texture pieces and accessories add depth and visual interest.
- Remember ballet flats, strappy sandals, heels, or a clean lace-up shoe are great.
- Location details and surrounding color.
- Iron! Iron! Iron! Iron! – no one wants wrinkles!!!
- For Mom, think movement, timeless, and classy.
- For Dad, a fresh haircut, no ball caps, and some layering or accessories.
- For Kiddos, remember their shoes! And NO graphic t-shirts!



## Tips and Tricks (and Rules to Break and Follow)

### Color

Yes, there are tons of flashy fashion magazines with families and models donning dozens of bright and brilliant colors dancing across the page. However, for most of us, pulling together four to eight coordinating outfits for a family is simply overwhelming and downright stressful.

Hence my simple rule: Choose Two or Three.

Choose two or three complimentary colors. Example – navy, grey, pink. Red, yellow, teal. Navy, camel, bright pink. Royal blue, light blue, red/orange. All these colors complement each other – they do not match.

White and cream, and black and grey, are “free” colors. Use them sparingly. These colors can be incorporated into clothing

(grey, pink, and white checked shirt) and go with “most” color combinations. They can also be used in larger pieces as anchor colors – such as dad in khaki pants and son in a khaki/cream vest.

Most important! When styling your whole family make sure that colors, textures, and prints are visually broken up so that no one color is on the top or the bottom. Giving each family member a different dominant color from your “3 complimentary colors” will help.

### Prints and Patterns

Oh, patterns and prints, you are so confusing and overwhelming and yet so beautiful. Here is the thing, I LOVE patterns and prints, they add detail and pops of personality – IF – they are used sparingly and done correctly. Such as, a fun summer scarf for mom’s neck. Or maybe a pop of print in daughter’s hair bow. However, if you feel like patterns and prints may be too much out of your comfort zone, or if you do not even know where to begin, it is best just to leave them out of your palette altogether.

### Layers, Texture, and Accessories

These things are extremely important to every style and outfit as they add depth and visual interest. I encourage you to take a few minutes to browse any clothing catalogues you have sitting around, peruse store windows, or just click around on a few online stores like H&M, Nordstrom, J.Crew, or even Target; you will notice that most

models are wearing several layers, often different textures, and generally an accessory or two. I recommend using them as pops of color, throwing in a light silk scarf, hair band, belt, or hat can be a great way to add interest, texture, and personality to your gallery.

### Examples of Layers

Blazer with a Shirt and Bowtie

Short Sleeve Shirt and Vest

Kimono with White Pants and a Slim Tank

Lace Shirt, Denim Shorts, and a Cream Floral Kimono

Flowy White Dress with a Crop Demin Jacket

Overalls

Jumper

Skirt with Tights or Leggings

### Examples of Textures

Denim

Knit

Fringe

Silk

Linen

Lace

Chiffon

Seersucker

Cotton

### Examples of Accessories

Bowtie

Watch

Bracelet

Belt

Necklace

Earrings

Headbands

Fedora Hat, Floppy Hat, or White Panama Hat

## Seasons and Weather

Dress for the season your session will be held in along with the type of weather you may encounter. If your family is too hot or too cold, it will always show up in photos.

Remember! You are going to be outside for a period of time and you definitely need to “dress for success!” Come prepared so that you and your family look comfortable in your photos. It will be warm, you will be standing still for a bit of time – wear light, comfortable clothing that is not going to cling or show sweat stains (especially for those hot and humid summer sessions!!).

## Location

The location of your session plays two key roles in choosing your outfits. First, the mood, feel, and color scheme of the actual location. In spring and summer, you will be looking at locations with lots of greens and yellows. Second, is how your clothing is

going to react to the environment around you. Each location holds its own color scheme and we want to compliment it not match it. Bringing bright colors like pinks, turquoise, greens, and yellows are a fun way to celebrate spring and summer!



## For Her

First and foremost, I want you to be comfortable. You have decided to invest in the timelessness of photography, and I want these photos to be a reflection of your best self. Here are some tips and tricks to help you pull together your best look!

1. Think Movement. Skirts, dresses, scarves. Anything that will give a bit of flow and movement will add interest but also soften lines.
2. Timeless. Choose outfits that are timeless, classy, soft, and beautiful. Outfits that ten years from now your kiddo isn't going to glance at the wall and say "Mom! What WERE you thinking!"
3. Professional Hair and Makeup. Invest in yourself. Oftentimes as moms you are so busy pulling together everyone else you do not have a proper chance to get your hair and makeup together. By scheduling a professional to do your hair and makeup it assures you will be looking (and feeling) your very best (Plus! Think about how relaxing a trip to the salon will be!!).
4. Hair and Makeup. If you choose to not have your hair and makeup done professionally here are a few at-home tips. Even if you aren't a huge fan of make-up, wearing a little bit of color will enhance your features in photos. Put colors on slightly darker than you normally would as the camera has a tough time picking up soft shades. Do what makes you feel most comfortable with your hair – however hair down and softly framing your face will help to soften your look along with adding movement.
5. Jeans. Not every mom is into the whole flowy gown, skirts, and dress look. I get it. Jeans are a great option; HOWEVER, they need to be fitted and paired with a cute flat or strappy sandal. No loose or baggy jeans.
6. Accessorize. Accessorizing is a great way to add extra detail and interest to your look. Simply utilizing jewelry such as necklaces, bracelets, or simple studs can add a touch of femininity and class. Scarves, wraps, or maybe a wide brimmed hat (if the

occasion fits of course!) can be a great accessory as well.

7. Shoes. Shoes will show up in all the full body shots, so don't forget to coordinate that cute shorty boot, flat, heel, or strappy sandal!



## For Him

I know guys. I know that sitting in front of a camera for two hours is not your idea of a great time. But quite honestly, how often do you have to do this? Maybe once a year? Probably less frequently than that? This is important. To your family and to your kiddos. They will look back someday and see a beautiful family photo of THEIR family and we want them to have all the warm and fuzzy feelings about that special day. So, hunker down, it isn't going to be that bad, but I'm asking for one thing....be open minded and smile (okay...maybe two things...but they are easy so let's count them as halvesies =)).

1. Clothes That Fit. Yep. No baggy jeans, pants, or shirts.

2. Timeless. Choose an outfit that is timeless. No running shoes, t-shirts, graphic t-shirts, unfitted shirts, or cargos. A nice pair of slacks, some fitted jeans, a collared shirt with a vest or bowtie is a great alternative. If that is a little too over the top, how about a collared shirt, nice fitted jeans, and a brown slip on shoe. You don't have to go over the top with suspenders, bowties, and dressy shoes if that isn't your thing (see, I'm flexible =)).
3. Hair Cut. Get that hair trimmed about 5-7 days in advance of our session, that way it has time to grow in a little bit and blend.
4. Shoes. Your shoes will show up in all of our full body photos, the last thing you want to do is put all of this time and effort into coming out only to forget about those shoes and end up in your grassy sneakers at the last minute. Plan ahead. If you are not in the market for brand new name brand shoes – trying a cheaper option like Target or Amazon – it doesn't have to be expensive to look coordinated =).
5. Shoe Color. If you decide to take on a more timeless and traditional look, brown dress shoes look good with almost everything. Remember, brown over black. Or if you guys are going super fun and casual a nice leather flip-flop could do the trick! Whatever you decide, make sure

they are cleaned off and wiped down =).

6. Hats. Absolutely no ball caps. They cover your face and shadow your eyes; it makes editing extremely difficult – plus no one can see your face!



## For Kiddos

I love photographing kiddos! They always come with such a personality and sense of style – and your kiddos will be no different. But let me start off by saying, I know, it is not always easy. It is stressful having family photos with kiddos, but I am here to tell you to relax. It is A-OKAY. I got this. I do this all the time, and I am okay with meltdowns, tantrums, and frustrating behaviors. I know! That this is not normal behavior and your kiddo is just trying to express his/her independence at the most inopportune time.

The most important thing for you to remember is it is my job to get your kiddos attention, not yours =). I want a gallery full

of fun family photos so that means mom and dad looking at me and smiling – and I WILL be the one acting like a monkey behind the camera getting your kiddos to smile – but you have to be ready mom/dad because sometimes (in my experience) those smiles and laughs are fleeting and I need you ready so I can snap! Bottom line. Do not stress. I do this all the time. I got this. Trust me =).

1. Graphic T-shirts. No go. Unless we are doing a styled shoot of kiddo/kiddos only and we have previously discussed the styling – statement hoodies are very distracting from the cohesive family look you are going for.
2. Layers and Accessories. Adding details and layers to kiddos is a great way to add interest to your gallery. Kiddos look great in suspenders, vests, bowties, hair bows, and sashes.
3. Shoes. I know. Kids shoes are expensive, and they grow out of them so quickly. If your kiddos are not in the market for new shoes, there are a couple of options. 1) Ask around. See if friends have any shoes that coordinate with your family scheme. 2) Second hand. Often you can find shoes that have barely been worn at secondhand stores for a good price. 3) Last resort. Pull out the Clorox and give those shoes a scrub down – a clean pair of old shoes is better than nothin'. (ex: canvas slip-ons, Mary



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Janes, strappy sandals, leather flip-flops, and flats – just remember, no light-up, Heely's, or cartoon covered sneaks).

4. Treats. We are not big sugar fans in our house, but all bets are off during family photo shoots. Things like skittles or smarties make a great little one bite treat for a job well done. Stay away from chocolate snacks, suckers, or anything too sticky – it creates a mess and chocolate is a definite pain to edit out of everyone's teeth =).

### Shop Recommendations

Sometimes after scouring your closet you still come up empty handed and discover you must go out and brave the traffic and malls for those key missing pieces. Here is a list of shops that can help you out in a pinch – and best of all – you can do it all from the comfort of your couch!

#### Shop Rentals

Rentals – Mom

- Rent the Runway
- Le Tote
- The Mr. & Mrs. Collection
- Rainey's Closet (Maternity)

Rentals – Daughter

- Rainey's Closet
- Rent the Runway

Rentals – Son

- Rainey's Closet

Rentals – Dad

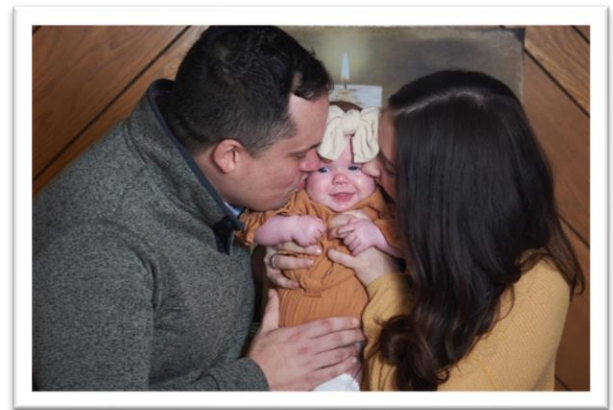
- The Mr. & Mrs. Collection

#### Big Box Stores

- \$ - Target
- \$ - Amazon
- \$ - H&M
- \$\$ - Zara
- \$\$ - Gap
- \$\$ - J.Crew Outlet
- \$\$ - Banana Republic
- \$\$\$ - Nordstrom
- \$\$\$ - J.Crew
- \$\$\$ - Zappos

#### Small Boutiques

- Baltic Born
- Morning Lavender
- Joyfolie
- Bailey's Blossoms
- Sparkle in Pink
- Jamie Kay
- Matilda Jane
- Simple Folk (kids)
- Wren and Ivory





4. Flip-flops if you have decided to wear a heel – this will help ease the walk to and from the car.
5. Water Bottle.
6. Small bag – just something to throw everything in so we can easily move it between locations.

## Pack Your Bag Checklist – Day of Session

### Kiddos

1. Non-Messy Snacks for Kiddos – a string cheese or some apple slices are great for a car. trip ride to the session location – plus “hangry” kiddos are not cooperative kiddos 😊.
2. Water bottle.
3. Skittles or the like.
4. Toy – Bring that favorite toy. That one toy that annoys you to high heavens but makes your kiddos giggle with delight. THAT’s the toy I want!
5. Diapers and Wipes – if you are still in that stage 😊.
6. Stroller.

### Mom and Dad

1. Touch-Up Makeup.
2. Touch-Up Hair – comb, hair spray and a few bobby pins.
3. Kleenex or Tissue.

