

Clothing Tips for Business Portraits

"Memories Etched for a Lifetime"

What type of clothes should I wear?

- This image will be used to represent you and/or your company so you need to dress accordingly. You'll want to wear professional business attire that is classic and timeless.
- *Men* should wear a suit jacket, sweater, or a nice dress shirt.
- *Women* should wear a blouse or a tailored jacket.
- We often suggest that you bring in at least two outfit choices: for women, at least two different blouses and jackets; and for men, at least two different ties.
- It is best to wear long sleeve shirts for your portrait. Long sleeves are much more flattering on arms than short. You also want to be somewhat comfortable in what you're wearing or your picture will look stiff and unnatural. But be aware of clothing that wrinkles easily, as that will look sloppy and unprofessional.



What colors photograph best/worst?

- Solid colors photograph best, and most people look good in midtones (green, blue, brown, etc.).
- Avoid white and colors that approximate your flesh tones (this might be beige, tan, or very pale peach, pink, and gray).
- Avoid wearing clothing with patterns or accessories that distract from your face. Very bright yellows and oranges can also be distracting.
- If you want to add a splash of color do so with jewelry or scarves.



Should I wear jewelry?

- Jewelry can be a great accessory to your outfit, but should not distract from your face. Less is usually more. Necklaces look best when they are shorter and mimic the neckline of your shirt.

How much makeup should I apply?

- Wear what you would for a nice evening out. Well done, but not overdone.
- Avoid overly glossy or shimmery makeup as it will catch the light and be distracting.
- If you normally don't wear makeup, your pictures will look better if you at least wear foundation. This will help even out your skin tone.
- Bring extra powder as you'll want to reapply during the shoot to avoid shine.

If you still are unsure, just give the studio a call and we will be happy to help with clothing ideas!