

# THE NAKED STYLIST CHEAT SHEET

## for Pille's Studio Bash 4 April 2020

### 'WHAT AM I GOING TO WEAR?'

In some cases, these photos will be the first time a potential client will see you. Be very clear about the message you're sending. Part of that message will be spoken via the clothes you wear for these photos. Here are some tips.

### COMFORT:

You want to make sure that you're comfortable in what you're wearing - both in fit and style. Don't wear anything that is too loose or tight. It's hard enough being in front of the camera for many of us, so being comfortable and looking comfortable is key.

When considering the style of your outfit, go with something you would normally wear. Remember, these photos need to represent the authentic person you are. So, if you're not usually a fashionista, then don't try and be one. If you're a t-shirt and pants girl, then go with that.

### COLOUR AND PRINTS:

I recommend you wear solid colours with a smaller print on one item. An outfit featuring a bold print will take the focus of you and onto your clothes. The focus needs to be on you and not the print.

### THE OUTFIT:

A casual and approachable image can be conveyed using a pair of dark jeans, a t-shirt and tailored blazer. Avoid t-shirts with large logos or graphics.

A feminine floral dress can communicate sensitivity, softness and gentleness.

A tailored suit - with pants or skirt, will reflect a professional vibe. The colour of the suit is important - neutral tones like black, navy, grey taupe are conservative but a bold pink suit will let your clients know that you're professional but bold and fun.

Wear heels. I know they're not comfortable for everyone, but they look great in photos. Come on girls, we all know that the right pair of heels can make you feel great too. You want to radiate that feeling in your photos. Heels will elongate your legs and make you look taller.

If you are thinking that having one outfit to wear is the way to go - I'm going to throw this out there and recommend you have 2-4 outfits for the photo shoot. For you to get the most out of your time with Pille and end up with multiple and varied images to use on your social media platforms and website, different

outfits will give you more choice. Pille may ask you whether you want some more casual photos as well as professional images. Choose your clothes based on the looks you want and then be prepared to edit accordingly.

Consider all the elements of your outfits ahead of time and be prepared. This includes your accessories. Accessories can really pull an outfit together and add extra polish to the look. Once you've got the outfit together, look in the mirror and remain conscious of whether your eyes are moving around to too many elements. If this is the case, remove an accessory.

### IMPORTANT CONSIDERATIONS:

Your clothes must be clean, with no rips or signs of wear and well pressed.

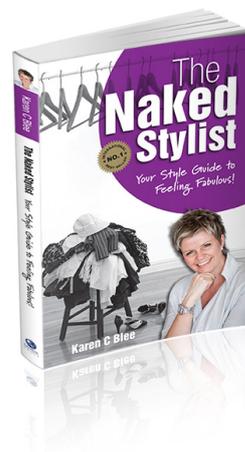
Don't show too much skin. Leave this for your night out with the girls. Lean towards a more conservative and professional image.

If you're wearing anything with buttons, go with a looser fit. Buttons that are "under pressure" will not give you the polished look you're after.

Classic styles will give greater longevity to your images. Anything too trendy will date your photos.

Hair and makeup should be true to your the style of your photos e.g. casual shots can call for your hair to be in a pony with natural looking makeup.

Remember, these photos are often the first impression a client will have of you. You want a professional image and to look like you've put effort into what you're wearing and that you've considered your appearance as being important. You don't want a potential client to think that your unpolished appearance means you will be providing a less than acceptable service.



If you would like to add me to your 'what to bring list' on the day, let me know, I'd love to help.

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