

STYLE GUIDE 101

VANESSA MARI EXCLUSIVELY FOR MARIN MINI SESSIONS



As you read this guide, remember: be true to who you are. You may not need a whole new outfit because you think it will look nice for pictures. Shop your closet to find that one piece that makes you feel great. Once you've found it, style around that piece and the rest will fall into place.

These tips are to help you simplify your session, but if there is a look you want that goes outside of the guide, wear it!

Want a look that's outside of the box and you don't know where to start? Give me a call and I'll help you create that perfect outfit.

PHOTOS ARE BOOKED. NOW WHAT?

Step 1 *SHOP YOUR CLOSET* (This goes for all family members)

- Find a piece that you love, that makes you feel comfortable, confident and beautiful. It could be as simple as an undergarment, white t-shirt, boots.
- Don't be afraid to go out and buy a new piece that will complete the look though. If you need a new pair of jeans (because what feels better than a new, clean pair of jeans?) go out and get it! There is nothing more freeing than getting a small new piece for yourself. What better time to get yourself a little something than for a beautiful family picture?



Step 2 *STYLE YOUR FAMILY*

- Lay out your outfit and plan your family's looks with yours.
- Let them help choose what they feel comfortable in.
- Remember that this is a moment in time that you want to capture and your family's style should be reflected in their outfits.
- Play dress up! Play around with looks, hats, scarves, have fun with this!

Step 3 *DON'T FORGET TO LAUGH!*

The day has come and your toddler is sick, you didn't sleep the night before and you forgot to shower. Take a deep breath and know that you got this.

These key elements that will help make the day go off without a hitch.

- Always have a backup outfit for your baby/child.
- You know what? Bring a backup shirt for yourself as well.
- Take a deep breath and let Cass handle the rest.



FAMILY PHOTOSHOOT GUIDE

SOME BASIC RULES TO DRESS BY FOR PHOTOS

SOLID COLORS AND SIMPLE PATTERNS.

Solids colors and simple patterns photograph well.

For example: a simple striped tee or plaid shirt paired with a classic wool coat and jeans.

Don't be afraid of color pops but keep it cohesive and similar throughout the family.

Another look we are loving right now are monochromatic outfits in neutral tones. It's classic and makes the backdrop and you stand out.

KEEP YOUR OUTFIT COMFORTABLE AND CASUAL

If you're not comfortable it will show in your photos. Wear a blouse/dress shirt that you can move in and breathes. Soft fabrics and natural fibers are key elements to making you feel more natural.

CLASSIC SILHOUETTES

Women

Shift dress with tall boots
Skinny jeans and t-shirt/sweater and jacket
Wrap dresses: they are flattering on all body shapes, you can't go wrong

Men

Fitted, straight cut pants/ jeans
Simple button down T-shirt with a jacket
Sweater
Casual suits with sneakers (to make it less formal)

COHESIVENESS

You don't have to match exactly to have family photos flow but do keep in mind patterns and colors. Try to keep colors in the same family and stick to only 1 or 2 family members with a small print.

*One exception that we love for holiday pictures is a mix of tartan for family members.

LOCATION

Dress appropriately for indoor vs. outdoor shoots.

Indoor shoots tend to be more casual and natural. Go for your most comfy jeans and tee or have fun with family matching pajamas!

Outdoor shoots are where you can really dress in more seasonal appropriate pieces. Bring out that beautiful wool coat or cute winter hat to complete your look.

ACCESSORIZE!

Once you have the basics of your outfit sometimes it's nice to have that one extra little piece that completes the look or makes you feel more comfortable.

Style the family in a simple cohesive outfit and add a pop of print or color to yourself or a family member.

A fun plaid scarf with jeans and a sweater can make the whole picture complete. Or maybe try a hat that gives a pop of color and warmth. Not a big accessories person? A simple pair of earrings that make you feel beautiful may be all that you need.

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