

FAMILY SESSION

STYLE GUIDE



CALLI WICKES PHOTOGRAPHY



Picking out the right clothes can make a world of a difference with the outcome of your photographs. In this guide, I cover the FAQs about clothing choices - from color and style, to fabric. Hopefully, it sparks some ideas for your upcoming photoshoot outfit!

Don't hesitate to reach out if you have any questions!

LET'S DO THIS!

Calli

THE BASICS

Focus on timeless elegance

We've all seen those memorable photos from the 80s and 90s when we rocked what was in style back then, right? If I had to offer just one piece of advice to my clients, it would be this: opt for classic over trendy.

A simple, timeless white shirt never goes out of style. It looks just as impeccable 25 years down the line as it does today. By choosing a timeless ensemble, you ensure that the most important aspect of your photos — YOU — takes center stage both now and in the future. So, relax and enjoy your portraits without worrying too much about your outfit.





THE BASICS CONTINUED

Dress Comfortable

If you feel out of place in your clothing, you will look out of place. You don't want to spend a bulk of your session adjusting your outfit that keeps moving out of place, fixing falling bra straps, or tugging down shirts. Here are a couple of the most common things to look out for with each family member:

- Moms: I know the short or tight dresses or skirts are so appealing but hear me out... you want to be comfortable enough to interact with your kids throughout your session. That could mean comfortably standing while holding their sweet little hand, but it also could mean getting down on their level to give them tickles while they play. You want to be able to comfortably move around and not worry about a shirt gaping open or a skirt causing you to feel uncomfortable while sitting.
- Dads: Your advice is relatively simple... you want to make sure you wear a long enough shirt. You'll be the one swinging around your kid, giving piggyback rides or putting kids up on your shoulders and you don't want a belly peeking out during the fun.
- Kids: There isn't much advice with kids other than don't go too fancy. They need to be comfortable enough that they can play and laugh. If girls are wearing a dress, just make sure to have a matching undergarment (shorts or leggings) so that any ride ups won't look too out of place. Also keep the long enough shirt rule in mind for your littles too because their shirts often get all sort of out of whack as you tickle out those smiles!





CHOOSING COLORS

When planning your family's outfits, it's best to avoid neon or overly bright colors. While a splash of color can add vibrancy, muted and neutral tones tend to photograph more flatteringly, enhancing skin tones without casting distracting glows.

However, this doesn't mean you have to stick solely to neutrals, unless that's your style! I personally love incorporating some colored clothing into sessions, but I recommend leaning towards muted tones with a few subtle pops of color.

Bright colors can sometimes steal the spotlight, detracting from the natural look you're aiming for. By opting for neutrals and soft hues, you create a more harmonious palette that complements both your family's skin tones and the surroundings.

The goal is to capture beautiful family moments that highlight your connections and the environment around you, and avoiding distracting colors plays a key role in achieving this. So, while it's fine to add a touch of color, it's best to keep it muted and balanced to ensure the you in your photos truly shine.



COORDINATING OUTFITS

When you're putting together outfits for your family, aim for coordination rather than exact matching. Colors and wardrobe pieces that complement each other will give your photos a cohesive look without appearing too uniform. Rather than focusing on matching, think about what pieces "fit" together well. This approach adds visual interest and lets each person's personality shine through.

The family above is a great example of this. There are a variety of shades of blue that all coordinate well, as well as different textures and patterns in their outfits. None are too busy, but they each add a different look that makes it work!

LAYERING

Next time you stroll past a store like J. Crew or Banana Republic, take a peek at the styled mannequins—they're often sporting multiple layers. And you know what? Layers look fantastic in photos! I know it's Florida so we rarely get days where layering is comfortable. However, outfits can really be elevated if you carefully choose some lightweight layers that only add a minor (and bearable) amount of discomfort. In the summer months of Florida, I would just air away from layers though because that is a level of discomfort that is not worth it! Go for a fun, summer-vibe in order to survive that heat!

In the cooler months, adding layers brings depth and visual intrigue to your shots. If the weather allows, wear a short sleeve shirt with a sport jacket or lightweight open button-up. Embrace your inner fashionista and get creative with those layers!





SHOES + ACCESSORIES

Don't forget about shoes and accessories! This is especially true when it comes to your little ones that you probably put in the same crazy colorful (and let's be real - filthy) shoes every day. Splurge a little on new shoes for them and I promise - you won't regret it!

Also, there's nothing like a great hat, cute headband, or dainty necklace to complete any outfit!

TIPS FOR HIM

When dressing for photos, remember that a blazer or jacket is as flattering for men as a dress is for women. Stick to dress shirts, slacks, and a blazer for a timeless look. Choose long-sleeve button-downs over tees or polos for a more polished appearance, and you can always roll up the sleeves for a casual vibe.

Opt for neutrals and soft colors, and mix different "weights" for pants and coats, like navy pants with a heather gray blazer or gray pants with a powder blue shirt.

Fit is key, so prioritize well-fitted jackets and pants. Avoid overly busy patterns or logos, as solid colors keep the focus where it belongs.

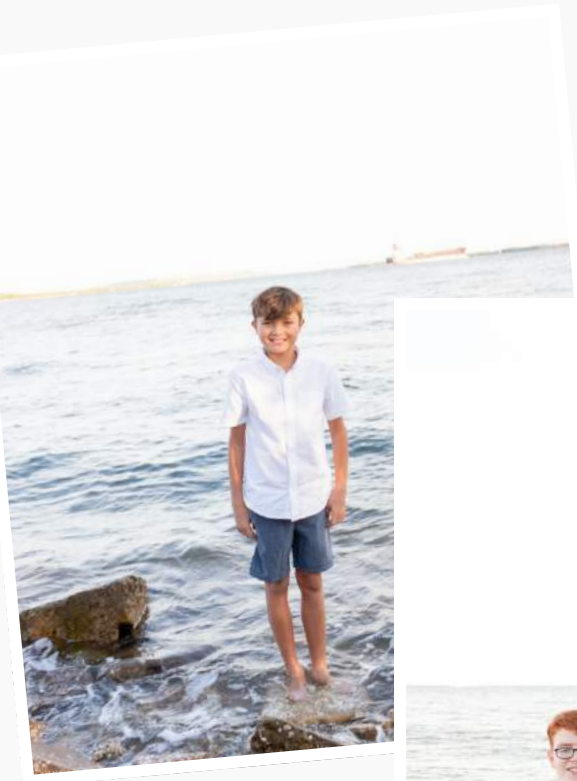


FAMILY PHOTOS

COLOR GUIDE

NEUTRAL + MUTED BLUE

BEACH COLORS





MUTED GREEN + MUTED PINK

BEACH COLORS

NEUTRAL + A BRIGHT POP OF COLOR

POP OF COLOR



***This is one of the best examples of using a neutral color scheme with a small and bright pop of color! You can incorporate bright color as long as it's done intentionally. The fact that she chose bright pants gave them a fun burst of color in their photos, while her white shirt prevented any color cast on their faces so that they were able to keep their natural skin tones in these photos.

NEUTRAL + FALL

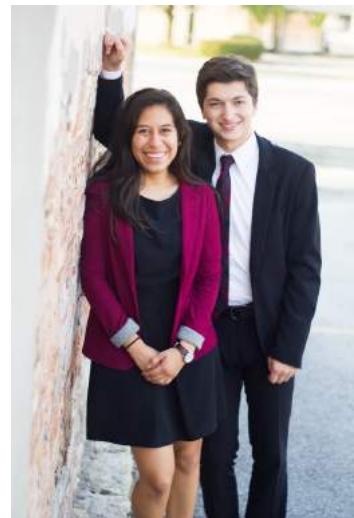
FALL COLORS





NEUTRAL + MAROON

CITY VIBE COLORS





I know that was a lot of information but don't panic! This is meant to be a helpful supplement when deciding on your family's outfits for your upcoming session. If you need further guidance, just reach out and we will help!

What matters most is capturing those beautiful moments with you and your crew. Sure, your outfit choices will add flair to the photos, but nothing beats the happiness that shines through. You don't need to be a pro in front of the camera—just bring your smile, and leave the rest to us.

CAN'T WAIT TO SEE YOU SOON,
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PHOTOGRAPHY

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