

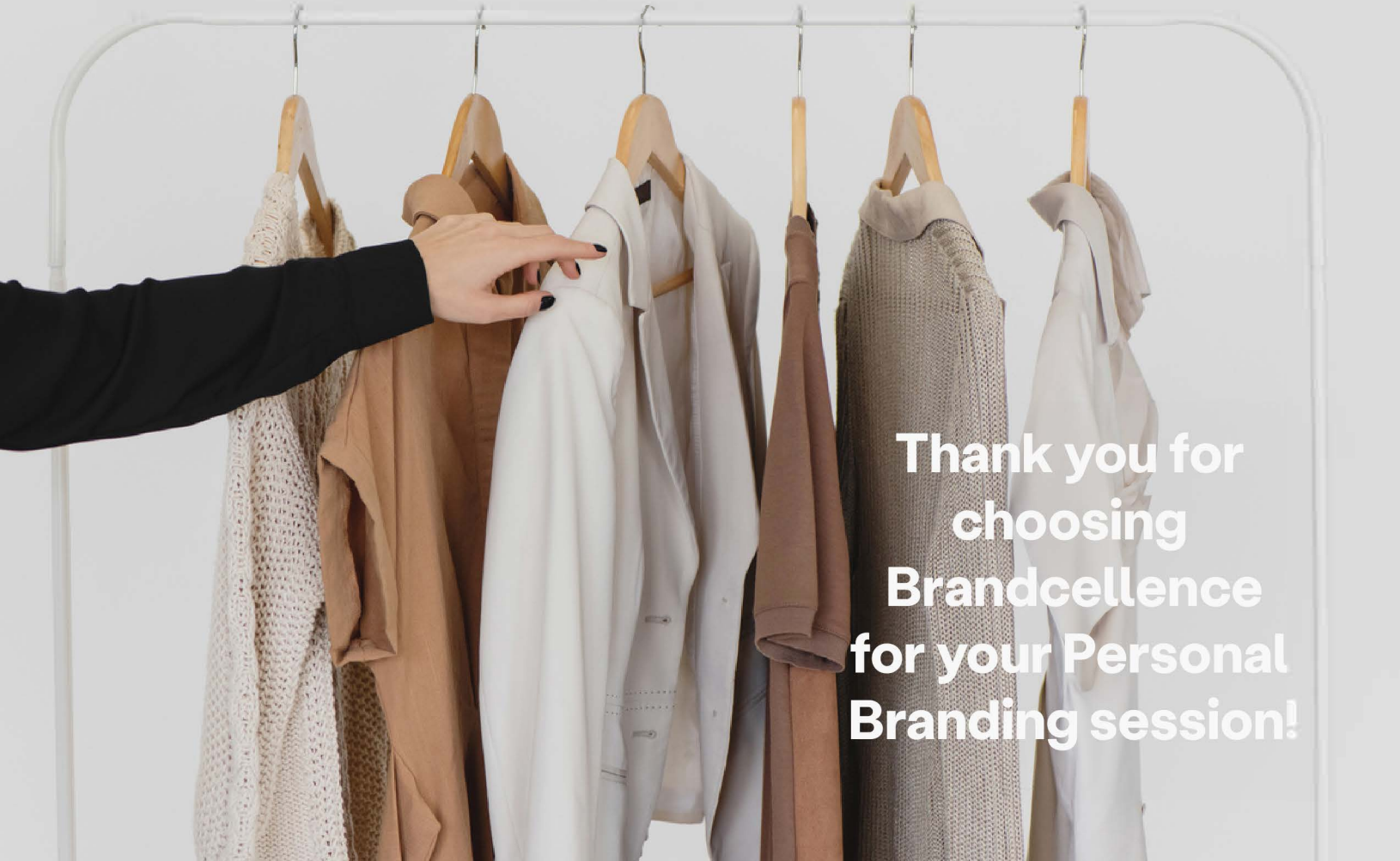
BRANDCELLENCE.

WHAT TO WEAR



**PERSONAL
BRANDING**

WELCOME!



Thank you for
choosing
Brandcellence
for your Personal
Branding session!

We are dedicated to capturing your unique personality and features in the most professional way possible. We know that determining what to wear is just as difficult as finding the right photographer. Even though your face is the focus of your headshots, what you wear still matters. Every detail in your headshot will contribute to your first impression, including your clothing, which is why we've put this guide together.

We hope this brochure helps to ease any overwhelm and give you guidance to find the best outfits for your upcoming headshot photos.

BRANDCELLENCE.
Brand photography & websites that work

TABLE OF CONTENTS

- 2. Welcome
- 4. General Outfit Session Tips
- 5. Clothing Color Guide
- 6. Psychology of Color

TIPS FOR WOMEN

- 8. What to Wear
- 9. Hair Styling + Make-Up
- 10. Skin Care
- 11. Women's Look #1
- 12. Women's Look #2
- 13. Women's Look #3

TIPS FOR MEN

- 15. What to Wear
- 16. Hair Styling
- 17. Skin Care
- 18. Men's Look #1
- 19. Men's Look #2
- 20. Men's Look #3



GENERAL OUTFIT SESSION TIPS

- **CHOOSE THE RIGHT COLORS**

Choose colors that complement your hair as well as your complexion. Not sure which colors look best on you? Look at old photos or ask people you trust. Next, consider what message you want to convey using the color psychology guide on page 6.

- **MAKE SURE IT FITS YOU WELL**

Your outfit should fit you well. An oversized jacket or baggy blouse simply looks unprofessional, while clothing that is too tight will cause you to feel (and look!) uncomfortable in the photographs.

- **ADD LAYERS**

If you want to make your headshots interesting without using patterns and big jewelry, layer your clothing instead. This will also make for simple wardrobe changes (think about a nice shirt/blouse you can layer with a blazer for two easy looks).

- **KEEP IT WRINKLE FREE!**

Even though your schedule is busy, showing up to your headshot session in wrinkle-free clothing is an easy way to look and feel confident.

- **CONSIDER YOUR NICHE**

If you want your headshots to appeal to employers and clients in your sector, factor this into your outfit choice. If you're a creative, find ways to add a touch of fun to your headshot outfit without it being too distracting.

A CLOTHING COLOR GUIDE

1. Here are some tips for you

Here are some general guidelines for how to choose the right colors for your headshots and the effect that different colors and shades can have.

- **START WITH A NEUTRAL OR SOLID COLOR**

Basing your outfit on a neutral or solid color will ensure you don't overwhelm the frame. Think white, cream, black, or navy blue.

- **CONTRAST FOR BLACK AND WHITE**

If you plan to take black and white headshots, choose contrasting colors. For example, if you're planning to wear a white shirt, opt for a black or navy blazer. Wearing a lighter shirt with an equally light jacket won't work for this style of photography.

- **KEEP COLOR COMBOS SIMPLE**

Layering is great for adding interest to your headshots, but if you're going to do it, make sure your color combinations work well together.

- **CONSIDER BRANDING**

If your headshots will be used on your website and marketing material, consider your brand colors. Find small ways to work these colors into your outfit so that your photos are complementary.

THE PSYCHOLOGY OF COLOR

Here's a look at the psychology of colors. Choose the most appropriate options for your headshots:

White: Purity and innocence

Blue: Credibility and trustworthiness

Black: Professional and/or neutral

Orange: Optimistic

Yellow: Intelligent and joyful

Red: Passionate and energetic

Green: Nurturing, dependable, growth-oriented

Purple: Creative

Pink: Playful and loving

Brown: Secure

Gold: Successful

Grey: Conservative and neutral



STYLING TIPS FOR WOMAN

DECIDING WHAT TO WEAR

- **AVOID TOO MUCH DISTRACTION**

Patterns, logos, and loud accessories will all take the focus off your face, which is why it's best to stick to solid color tops and blouses and toned-down accessories.

- **MAKE SURE IT FITS YOU WELL**

Even though your headshots only focus on the upper half of your body, it's still important to make sure your top or blouse fits well as this looks the most professional.

- **LONG SLEEVES OR 3/4 SLEEVES ARE BEST**

Short sleeves (or no sleeves) add skin to the edge of a headshot, and can also be distracting, which is why long sleeves are better. One of the number one reasons many women end up not liking photos of themselves is because they are unhappy with their arms in the photo.

- **AVOID TRANSPARENT CLOTHING**

Since you will be taking photos in proper lighting, make sure that your top won't be transparent in bright light.

- **CHOOSE THE RIGHT UNDERGARMENTS**

Whatever you decide to wear, make sure that your bra is not visible. Check for straps and any bumps that the fabric might create under your top.

HAIR & MAKE-UP STYLING TIPS

- **GO PRO**

Ideally, if you have some extra budget, it's highly recommended that you hire a professional to assist you with your hair and make-up on the day of the session.

- **DON'T MAKE BIG HAIR CHANGES**

If you are planning to cut or color your hair for your headshots, don't do it too close to your session. You never know when something might go wrong, or you aren't happy with your new look.

- **OPT FOR A NATURAL STYLE**

Not only should you feel comfortable, but people should still be able to recognize you. Opt for a hairstyle that you would likely wear to work. Your headshot makeup should make you feel comfortable and confident, so if you don't generally wear red lipstick, this is not the time to do it. Keeping your makeup as natural as possible is the best way to prevent it from becoming a distraction

- **AVOID HIGHLIGHTER**

Because highlighter can make your face appear shiny, it's best to avoid it on the day of your shoot.

CARING FOR YOUR SKIN BEFORE YOUR SHOOT

- **HYDRATION IS EVERYTHING!**

Drink enough water in the week leading up to your session to keep your skin looking supple and healthy.

- **BOOK A FACIAL**

For an added layer of hydration, treat yourself to a facial a few days before your session. However, this is NOT the time to try any new peels!

- **EXFOLIATE & MOISTURIZE**

Gently exfoliating your skin a few days before your session will clear away any dead and dry skin and flakes. Make a point of moisturizing twice a day – this is over and above your facial (if you get one).

- **GET SOME ZZZZZ's**

Getting enough sleep makes a massive difference to your face. You will look more energized and your makeup artist won't need to cover up puffy under-eye bags.

WOMEN'S LOOK 1



This is the most classic look for business headshots. You can't go wrong with a black blazer. Make sure you choose a well-fitting blazer that accentuates your body shape, as this will be the key item to this look. Styling the blazer with simple black trousers and a white blouse brings this outfit together. Don't forget, you can also remove the blazer while taking photos which gives you two great looks out of one.

Blouse – Vince Camuto / Blazer – Vince Camuto / Trousers – MM La Fleur / Shoes – M Gemi

WOMEN'S LOOK 2



A skirt and blouse option is a perfect combination for the woman looking for a more feminine style. This outfit here is a great example of a monochromatic look, using different tones of neutral beige throughout the outfit. Wear your blouse tucked in to accentuate your waist line and add a belt for extra detailing. If you're looking to add a little personality to this outfit, a silk scarf is a great accessory to give this look a little flair.

Blouse – MM La Fleur / Skirt - MM La Fleur / Scarf – Banana Republic / Belt - Express / Shoes – Ann Taylor

WOMEN'S LOOK 3



Work in a more casual environment? White is a great option for those looking for something a little more carefree. I love pairing a white silk blouse with jeans and nude shoes, which gives your look a little more of an unassuming feel. If you're looking to add a tailored aspect to this style, throw on a white blazer, which screams statement item.

Blazer – BB Dakota / Jeans – Mother Denim / Blouse - Vince / Shoes – Karl Lagerfeld / Earrings - Nordstrom



STYLING TIPS FOR MEN

DECIDING WHAT TO WEAR

- **OPT FOR SOLID COLORS**

Solid colors are always better. Not only do they look more professional but they're not distracting.

- **THINK TWICE ABOUT WHITE**

A white shirt is certainly professional but keep in mind that does reflect more light. If you are going to wear a white shirt, then it is better to wear something darker over it too.

- **FITTED IS BETTER**

Whatever you wear, make sure it fits you well. Baggy, loose clothing just looks unprofessional. This is also why it's important to choose and try on any outfits a few days before your shoot – it gives you the chance to tailor your shirt and jacket or come up with a plan B.

- **UNDERSHIRTS ARE NOT RECOMMENDED**

You might wear an undershirt daily, but they do tend to show up in photos since brighter lighting is used. It's best to skip the undershirt for your headshots.

DECIDING WHAT TO WEAR

- **CHOOSE YOUR APPOINTMENT DAY WISELY**

If you are going to cut your hair before your headshot session, don't do it the day before. Cutting your hair a few days before ensures the lines look a bit more natural. It also gives your hair a chance to recover should something go wrong.

- **SHAVE AT THE RIGHT TIME**

If you generally shave the hair on your head every few days, shave it a day or two before your session for the best results.

- **AVOID RAZOR BURNS**

While your face should look neat on the day of your session, you also want to avoid razor burn. Whether you're shaving your face clean or simply tidying up your facial hair, use the right shaving cream and moisturize your face afterward.

- **TIDY UP EAR AND NOSE HAIR**

Don't forget to trim any nose and ear hair before your session.

CARING FOR YOUR SKIN BEFORE YOUR SHOOT

- **STAY HYDRATED!**

Water is your skin's best friend so drink up daily the week before your headshot appointment.

- **SHIELD YOUR SKIN AGAINST THE SUN**

Stay out of the sun as much as possible the week before your session. And if you do need to step outside, apply sunscreen.

- **GET SOME SHUT-EYE**

Under-eye bags will show up in your photos and makeup can only do so much, so make a point of getting enough sleep, particularly the night before your session.

MEN'S LOOK 1



A well-fitting navy suit is a fantastic option when taking corporate headshots. Those in more professional industries will want to opt for a more conservative look such as this. Don't forget to accessorize, these items add important details to your look. Brown leather shoes and a belt pair nicely next to the navy which will elevate your style.

Blazer – Bonobos / Trousers – Bonobos / Shirt – Indochino / Belt – Allen Edmonds / Shoes – Allen Edmonds / Tie - Bonobos

MEN'S LOOK 2



Looking for a modern alternative to a suit? This look takes a light khaki blazer, a subtle barely there plaid print and pairs it with chinos and a classic chambray shirt, making the outfit read a bit more casual. This is a great option for the man who might not need to look as conservative in his headshots.

Blazer – Bonobos / Trousers – Bonobos / Shirt – Proper Cloth / Belt – Mr. P / Shoes – John Lobb

MEN'S LOOK 3



For business casual looks or those in a more creative industry, try this look. A bomber is a great alternative to a suit jacket or blazer while still giving you a polished look. Pairing the bomber with a polo, like this sweater knit, will give you the option of going sans jacket in your shots. Keep your accessories simple with classic white sneakers and a watch to round out the look.

Sweater – Theory / Watch – Shinola / Bomber – Theory / Shoes – Common Projects / Pants – J Crew



BRANDCELLENCE.

chris@brandcellence.com

brandcellence.com

914.312.1905