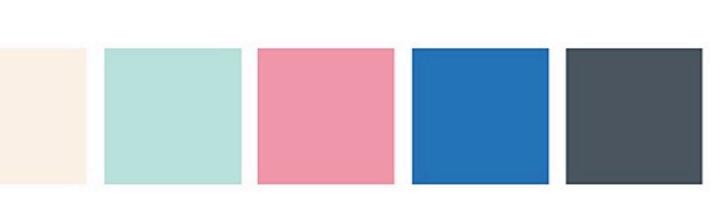


The brighter the color, the less there should be of it across the whole family.

ProTip: Bright Con

COLOR PALETTE

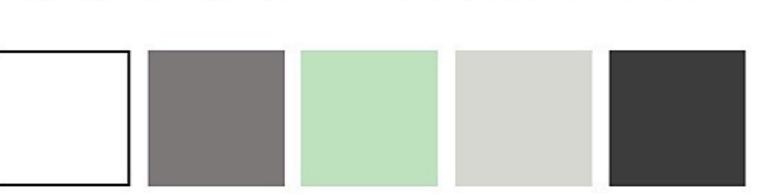




Pro Tip:

The best shooting locations rarely have solid ground. Wear shoes that you can move around in.

COLOR PALETTE





Ditch the winter jackets and layer up with undershirts and long undies! Add a puffer vest or a scarf for a pop of texture.

COLOR PALETTE





Have twinsies? Dress them uniquely and embrace their individuality! Same is true for all siblings!

COLOR PALETTE





Pro Tip

Avoid neon at all costs. This applies to stripes on kiddos shoes as well!

No Red Light District COLOR PALETTE



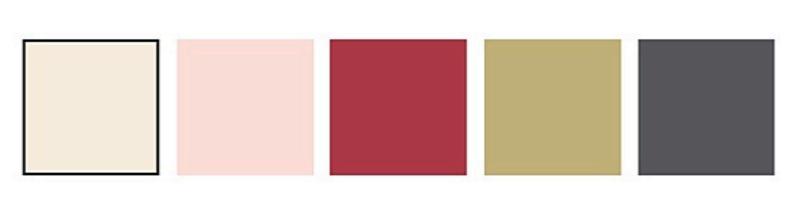


Pro Tip:

Pay special attention to the details! Adding in a scarf, vest, statement necklace or even a small bouquet can provide the perfect amount of punch to any outfit.

Accessories and Details

COLOR PALETTE





Pro Tip

Wear your makeup
roughly 20% darker
than what you would
normally wear. It will
help add depth and
contouring.

But What

Southy Face?

COLOR PALETTE





ProTip

Still stuck? Creams, browns and tans are impossible to screw up and will never go out of style! Just skip black and white.

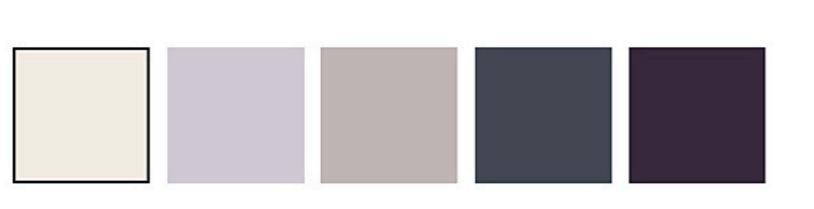
A Neutral Color Patette

COLOR PALETTE



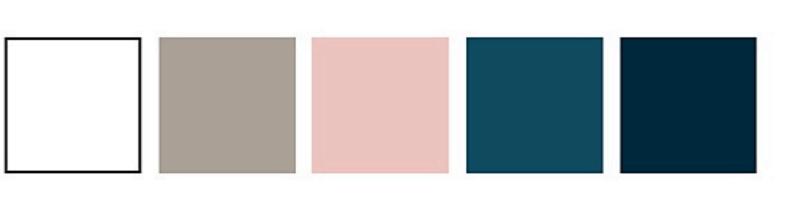


Ditch the sports watches and hair ties on the wrists! Keep in mind that small bracelets can sometimes photograph as a hair band.





Adding a warm pop of color against a neutral palette will give your outfit just the right amount of style.





Don't be afraid to mix patterns and textures! Gone are the days of white shirts and denim.





Avoid clothing with thick stripes and logos. Choose clothing that is more timeless and have options that balance each other.

COLOR PALETTE

