



Pro Tip: *Accessories and Details*

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.

COLOR PALETTE



Pro Tip: *Be the Best Version of You*

Don't wear anything you are not comfortable in or that doesn't feel like "you." Be the best version of yourself.

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Pro Tip: *Baby it's Cold Outside!*

Beat the cold with a cute jacket or layer up with undershirts and long undies! Add a puffer vest or a scarf for a pop of texture.

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Pro Tip: *Those Dancing Feet*

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

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Pro Tip: *Bright Color
in Moderation*

The brighter the color, the less there should be of it. Find balance without being overly matchy.

COLOR PALETTE



Pro Tip: *A Neutral
Color Palette*

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

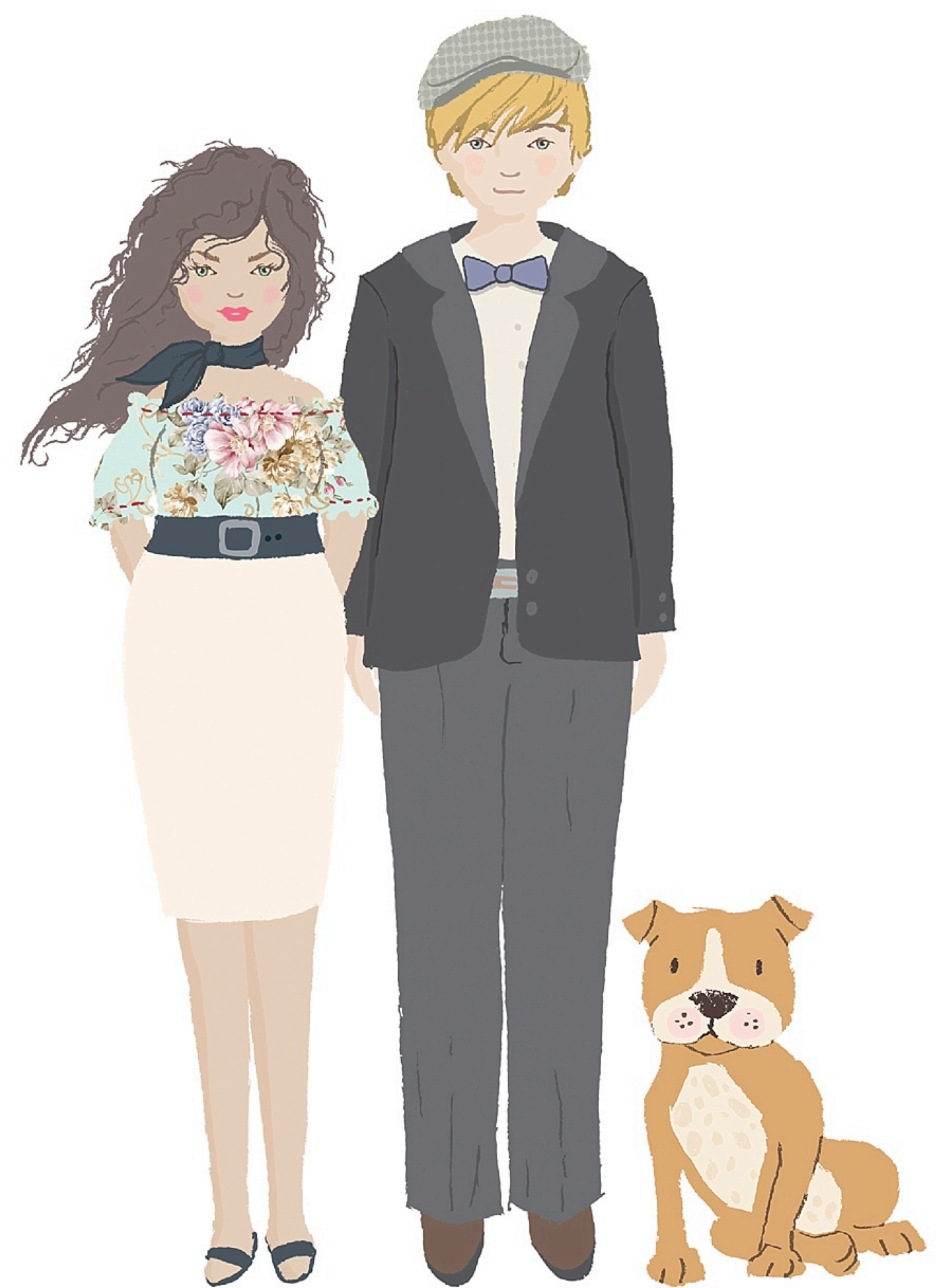
COLOR PALETTE



Pro Tip: *Don't Forget
Those Wrists*

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

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Pro Tip: *No Red
Light District*

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

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Pro Tip: *Patterns and Textures*

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

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Pro Tip: *A Warm Pop of Color*

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

COLOR PALETTE



Pro Tip: *Texture and Logos*

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

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Pro Tip: *But What About my Face?*

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

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