

# JEN MOFFATT

## PHOTOGRAPHY



# Client Style Guide

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# What do I wear?

One of the very first (and most common) questions I'm asked when someone books a session with me is "What do I wear?!". Planning what to wear for your session can be exciting and overwhelming. The right outfit choices can enhance the overall aesthetic of your photos, creating timeless memories. Whether you're aiming for a coordinated look or prefer individual styles that reflect each family member's personality, this style guide will provide you with tips and inspiration to ensure everyone looks and feels their absolute best.



This guide is by no means mandatory! You should make your own style decisions based on what you already know works well on you. This is simply guidance for you to consider some things you may not have already thought about. The goal is for you to look and feel your absolute best self, because we all want to see that in the images we capture.

# Comfort

Number one on the list as it is top priority! You want to be able to move around without any restrictions. Opt for outfits that feel like a cozy hug, that moves with you and hangs onto you in all the right places.

If you want to shop for a new outfit, go ahead, but give it a few try ons before the session, so you can tell if it really IS outfit of dreams material. If you're going to be constantly adjusting straps, pulling up jeans or re-buttoning buttons, it might not be the most comfortable outfit for you. Dress for yourself, but in the most comfortable way possible.



# Colours

Aim for neutrals and earthy tones, as they tend to complement the environment in most circumstances. Think beige, light brown, sand, peach and khaki. Colours play a huge part in the look and feel of your photos. Aim to match your colour to the environment, or contrast to the environment. An example for contrasting - a mustard dress on a session in a green forest can really make your images pop.



NEUTRALS ALL THE WAY

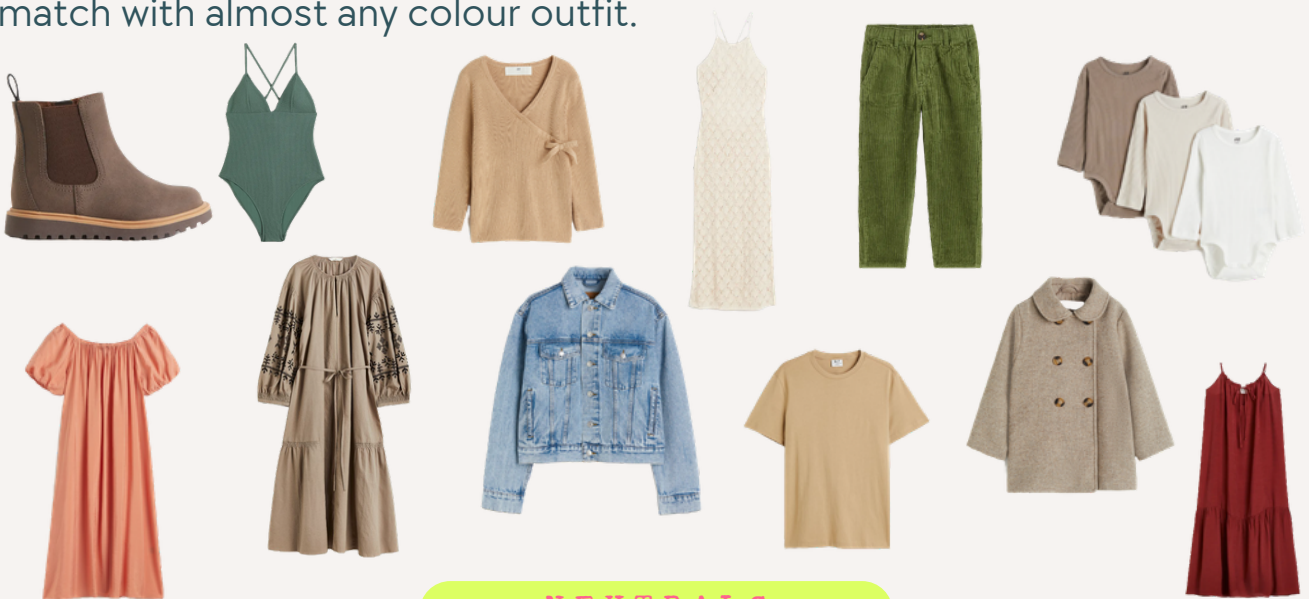


BEAUTIFUL BROWNS

Primary colours can be very striking, and can be a distraction from the main subject (YOU!). Bright white or black can also wash out your complexion, and during maternity sessions, black can unfortunately make your bump look smaller, and we don't want that!

# Colours

For family sessions, please don't feel like you should all wear the same colour - on the contrary. Try to aim for a colour scheme of around four colours. Plan your colours around one feature colour on one outfit, like mum's for example, and work around that. Denim is also great as it will match with almost any colour outfit.

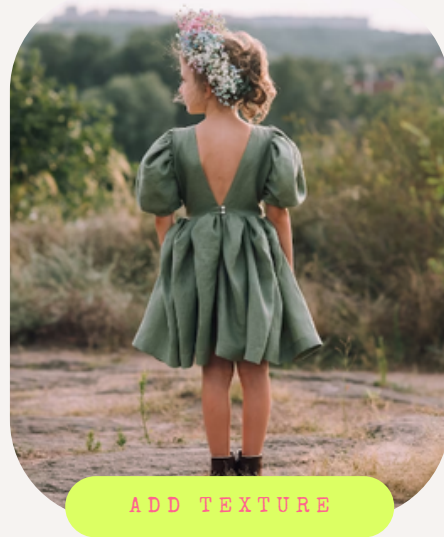


## NEUTRALS



# Texture and movement

Choose fabrics that move with you, add texture, flow in the wind or allow the sun to filter through. Fabrics like chunky knits (winter only, please!), linen, corduroy, lace, ruffles, crochet etc. all add extra interest and depth to your photos.



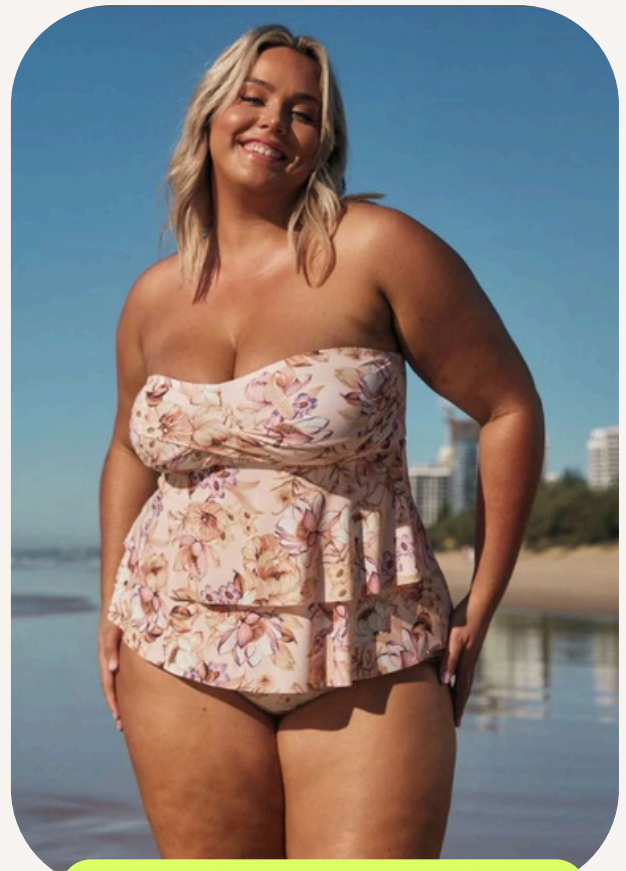
Long, floaty dresses, girls outfits with ruffled sleeves, dad's in chunky jumpers and boys in corduroy flares are a few ideas to work with.

# Dress for season/location

That bright pink, sparkly little bodycon dress you wear on a night out? Probably not the best option for an outdoor winter session! Plan your outfits around what you know about the conditions at the location we have our session at.



DAD'S IN JUMPERS = WINTER APPROPRIATE



WOMEN IN BATHERS = SUMMER APPROPRIATE



KIDDOS DRESSED FOR THE LOCATION

You'll want to be warm (or cool) enough so that you don't look pained in your photos. Think through your outfit choices logically based on location, weather, vibe, and comfort level.

# Accessorise

Jackets, hats, sunglasses and scarves (if it's cold enough!) are all great ways to bring some interest to your photos and ensure your photos aren't all looking same-y. If it's not something you usually wear I would advise against it however, as it could just end up making you feel unsure or uncomfortable, and we don't want that coming across in your photos.



ACCESSORISE WITH A CUTE DOG



BROWN BOOTS



ROCK A HAT

Footwear is also important to think about. Choose something that suits your surroundings and the weather, but also be sure to choose complementary colours. If in doubt, for outdoor sessions, black or brown tends to work well in most situations.



BEACH STAPLE

# Multiple outfits

I love an outfit change! Not just that, but if anything happens to your outfit, you have something spare as a “just in case”. And also, we all know what toddlers are like - if anything *can* spill onto their clothes, it will.



THE CLIENT WARDROBE

This also means we have options to see what works best on the day and for the location, and change accordingly. You also might decide you feel more comfortable in the back up outfit on the day, and the most important thing is that you feel amazing in whatever it is you choose to wear.



BRING MULTIPLES!

# Hair and makeup

You do you! More natural hair and makeup will always work during outdoor sessions, so don't feel you need to go full face with false eyelashes and a bridal style up-do. Wear your hair out if it's more comfortable, chuck on some natural make-up that you feel suits you best and let your inner beauty shine. There will be no extreme close ups, so don't stress if you have a pimple or don't feel like your make-up is on point.



Alternatively, go make-up free if that floats your boat. In Perth, for some reason we tend to have some ridiculously windy days, when no matter what you did with your hair, it will be blown into a rat's nest anyway. Wearing your hair out can be easier to manage than having to adjust your ponytail/braids/pinned up do, and who doesn't love the windswept, hair blowing in the breeze style photographs?!

# Maternity sessions

Did you know I have a client wardrobe full of stunning maternity gowns? If you book your maternity session with me you don't even need to worry about what to wear, as I have it all sorted for you! The wardrobe is constantly evolving, so for more up to date information on this have a look at my Instagram stories.



THE CLIENT  
WARDROBE



OPEN FRONT GOWN

If you would rather purchase or rent something yourself, go for outfits that will show off your growing bump. Long, floaty maxi dresses where you can pull in the material around your bump are stunning, and try to avoid tight, restrictive outfits. Open-front gowns are great if you want to show off your bump and allow some floating-in-the-breeze images.

# Maternity sessions

Don't feel like you need to wear any kind of fancy shoes to your maternity session either - most of my sessions have been shoe-less, as it fits with the overall aesthetic. Bring some comfy shoes though, as we may be walking a few minutes to our location.



BIKINI GODESS



LET YOUR FEET RUN  
FREE

Not feeling a dress/gown? Get your bikini on. Wear those jeans (probably with the zipper undone at this point in your pregnancy...). Covet your partner's oversized shirt. Get naked! If you feel more comfortable with any of those, then that's what we'll do. It's your session, and I want you to feel and look your finest.

# Family sessions

For family sessions, go for complementary colours and outfit styles, but not matchy matchy. You want your family to show their own individual style and stay comfortable. Choose one outfit to start with (mum - buy that gorgeous dress that you've had your eye on, and let's use that!), and then base your colours and patterns (if wearing) around this one outfit. Once you have the main outfit chosen, the rest will fall into place much easier.



KIDS DO THEIR THANG



FLAT CAPS OPTIONAL



NOT MATCHY MATCHY

Don't stress if your kiddos don't want to wear what you've chosen for them either - bring the outfit along, as you never know what could happen. Kids are fickle, I get it, but don't let it stress you out. You will have gorgeous photos no matter what your little ones wear.

# Newborn sessions

Plain, neutral coloured outfits are the way to go. Onesies (with hands and toes exposed - we want to see those tiny details!), playsuits, jumpsuits and overalls are all super cute and photograph well. Try to avoid prints or patterns, as they can be distracting, especially during the more detailed shots (of tiny hands or squishy faces). If you have a newborn outdoor session booked remember to dress for the season.



NEUTRALS FTW



COSY IN-HOME  
SESSION

I bring rugs and swaddles, but if you have something already in mind then that's brilliant. I don't do props (babies in buckets are not my style!), although I can bring along a little rattan basket for baby to lie down on if needed. It's always a good idea to pack a couple of outfits for newborn sessions (for you and your baby), just in case...

# What to avoid

Logos, large prints, and crazy patterns can be distracting in photos, so keep it simple and classic. Avoid large, bold patterns as they tend to pull the focus away from your gorgeous self. Smaller, subtle patterns can still work (think very small florals in complementary neutral colours), although for family sessions, try to keep patterns to one person in the family.



Try not to choose outfits that don't fit you well or are too restrictive. I like for you to move around during your session, and doing so in a skin tight dress/bra that constantly falls down can be distracting for you.

Going over the top matchy with your outfits (e.g. everyone in the family wearing denim jeans and white shirts) can make your photos look dated. Try for more complementary colour matching and outfits that reflect your family's individual style.

# Let's do this!

Choosing what to wear for your photography session can feel overwhelming, but it really needn't be. I hope this guide has given you some hints and tips to help you to decide on what to wear for your session.

I'm ALWAYS available to bounce ideas off. Send me an email at [hello@jenmoffatt.au](mailto:hello@jenmoffatt.au) or [Instagram DM](#) if you're feeling out of your depth and we can chat through your concerns. If you have an outfit in mind but not entirely sure - send me a picture and I can give you an honest opinion. The main thing is - don't stress! The session will be fun, your photographs will be awesome, and what you are wearing won't feel as important in years to come when you look back on your images.

