Style Guide

Style for your body shape

From outfit choices to specific guidance for your individual body type.

10 Must Try Looks

Inspiration for your wardrobe so you radiate on camera.

Marigold

Eve Editorial

Inspiring ideas for 2024

Dress to impress and watch the world come knocking!

Marigold
PHOTOGRAPHER

Hey there gorgeous!

You've taken the leap! I know, booking your branding shoot is nerve racking, but don't worry, almost everyone feels awkward being in front of a camera and I'm here to make it an easy and fun experience - giving you images for your brand that STAND OUT and communicate your unique brand message.

As someone who seems to have nothing to wear when I need headshots myself, I totally get that choosing outfits can feel overwhelming. But have no fear! I created this guide to help simplify things for you.

After doing 100's of photoshoots I have learned a thing or two about what colours, textures and outfits look incredible on camera! My number one tip when it comes to feeling fabulous on camera is to wear what you FEEL great in.

This is everything. The key to good brand photos is your energy and it all starts with you feeling da bomb in your outfit. So take time to play with your wardrobe and put together some eye catching looks that you can't wait to show off. It's time to step into the highest version of you!

Your brand is nothing without you!

Every single inch of you is a masterpiece! There is an element of photography that allows us to be "over the top", rock a bikini, wear bracelets up to your elbows, or find the biggest sunnies in the world. As long as you FEEL good and it goes with your brand! You have complete control over your wardrobe choices. And this guide is filled with lots of juicy ideas and outfits to experiment with.

Plus some tips and tricks that I have discovered along the way, that I find help take a shoot to the next level. Get ready for the best shoot you've ever had!

Gold x.

Top 10 looks to shine on camera!

Entrepre-uniform

Luckily as entrepreneurs we usually get to create our own uniforms. You want your potential clients to get a feel for who they can expect when they meet you. What go-to outfit do you wear for client consultations, zoom calls or events?

Try this

- A cute jumpsuit (I love to wear these to shoots)
- High waisted skirt or pants with a tank
- A high quality yoga outfit (for yoga teachers)

Pro Tip: Colour is key

I think Coco Chanel said it best with, "The best colour in the world is the one that looks good on you."

Incorporate your brand colours in your outfits. I want you to think about your moodboard like your insta feed. The colours and mood you want to portray as a brand on the whole, needs to be front and centre of this shoot. Throw it all on a bed together and if it all goes together, it's perfect!

Elevated *Elegance*

Did you ever play dress up as a little girl? Now is your time to shine! It's true when they say, when we 'dress to impress' people will take us more seriously and you will attract higher paying clients.

How often have you gotten ready to go out at night and thought "damn I look amazing"? Well now you have a professional photographer at your beck and call. Let's capture you at your best for all to see!

Try this

- If you rarely wear your fav dresses, now is the time
- Try adding a lavish vegan-fur coat or some bling
- Whip out those heels and a fancy clutch

Pro Tip: *Lip Colour*

Don't forget the lip! It's mind blowing how just adding a bold pop of lipstick can transform your look and draw the viewer's eyes in. And if you're going for a more calming vibe, then try a neutral colour.

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"Style is a way to say who you are without having to speak."

- Rachael Zoe

Something that *sparkles*

I just love a little something shiny that sparkles in photos because it really catches your eye! This is especially true when using studio lighting which is always an option for you to try on your shoot if it suits the mood you're after.

Try this

- Mix a solid colour top with a shiny/glittery/sequin bottom
- Add shine with props like balloons, confetti, glitter and more.
- A statement necklace that sits right below your collarbone looks stunning.

Pro Tip: *Accessorise*

I am the bling queen!!! No branding shoot is complete without a bit of bling in my opinion. This is a great way to tie in fun patterns and pops of your brand colour. A statement bag, clutch, scarf, shoes, hats, jewellery, stationery, books, balloons and on-brand swag are all great add-ons!

Everyday *You*

Because you want to come across as authentic and relatable, it's a good idea to pack some everyday outfits as well. Make sure they are pressed and super clean. The goal is to elevate your image and brand with these photos!

Try this

- Cute PJ's - if you normally work from home.
- Jeans with a chunky sweater over.
- A sundress with a big floppy hat

Pro Tip: *Dress Seasonally*

Unless you do a quarterly shoot, consider packing at least one outfit for every season. I know throwing on a jumper in the middle of summer is not the most pleasant! But I encourage you to embrace a little discomfort so you get a big variety to keep things fresh on your social media feeds. You'll thank me later!

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Flowy & Free

Flowy pieces look incredible on camera especially outside in the wind. It adds texture and depth to the image. Flowy translates to playful, free and ethereal energy.

Try this

- A long flowy dress or skirt
- Dance around somewhere in the wind with a long scarf or piece of fabric
- Try some bell bottoms or flowy pants. Yep, they're back in style! (I love me a flowy pant!).

Pro Tip: Play dress up

This might sound obvious, but always try on all of your outfits ahead of time. Don't stop there! Wear them for a day. Make sure you can comfortably move and sit without needing to constantly adjust.

Sometimes dresses can make us look bigger than we naturally are. A belt or tie around the waist can change an outfit from frumpy to perfectly styled in seconds!

Feminine & *Sexy*

Something feminine and sexy is always good ladies! This can be perfect for a celebratory birthday post or for when you want all eyes on you during a launch (it's true - sex sells). So bust out that little black dress and flaunt your beauty and femininity!

Try this

- A cute cocktail dress or fitted skirt in a vibrant colour.
- Some white pants with a crop top!
- A bathing suit at the beach.

Pro Tip: *Be intentional*

Really think about your brand when prepping your outfits. Context is everything. Think about the lifestyle your dream clients resonate with. You on a beach in a bikini sipping coconut water... or you in a lavish red carpet dress with a Louis Vuitton bag?

Boss Babe

This is your best professional look. Something tailored can really help you step into that CEO role in your biz and communicate professionalism. Even if you're not a corporate brand, you may eventually need to use these for a specific speaking engagement or something similar. Don't forget heels to complete the look!

Try this

- A tailored suit or skirt. Or a blazer with jeans for casual-profesh vibes.
- Add a leather jacket or studded shoes for more edge.
- Reading glasses and sunglasses are fun to add too.

Pro Tip: Textures

What fabrics and textures do you feel most comfortable in? Texture can really communicate a lot and look more dynamic on camera. Leather is more edgy, whereas cashmere is sophisticated , and fur is very luxurious.

Try this

- Animal print pants or skirt paired with a solid top.
- A floral, tribal or animal print dress.
- A leopard print handbag or shoes.
- Vertical stripes are more slimming than horizontal!

A Bold Pattern

Some photographers will tell you to only wear solid colours. I say... boringgg!! Yes it's true you want some headshots with a solid colour so you don't distract from your beautiful face. But having a playful pattern on your shoot can really bring an image alive. And if you have a more minimalistic style, you can add a pop of pattern with your accessories instead.

When playing with patterns however, there are a couple of rules.

- Don't wear fine/small checks or stripes, they look like magic eye or a computer screen when photographed and warp the eye.
- Unless it's your brand to be loud, try not to smash too many colours or patterns together in the one outfit (I call this pattern bashing haha).

Pro Tip: Necklines & cuts

When I nailed down what necklines and clothing cuts looked most flattering on my body, it was a game changer! If you don't already know your ideal cuts. it's time to play dress up. You can always go to a dress shop and ask the shop assistant for their advice. They see all different body shapes every day and can advise what would look best on your figure.

The Statement T

You can never go wrong with an on-brand statement-T! This is really fun if you have something special coming up to announce or want to spread more brand awareness with your logo. With so many places now able to print you up a shirt, almost on the spot, this is an easy branding go-to.

Try this

- Bright on-brand colours are always fun for photos
- Make sure the words are large enough to read
- Write a message or catch phrase that goes with your brand.

Pro Tip: Play is key!

Your energy in your images is just as important as your wardrobe choices! So make sure you come to your shoot day with rested body, positive mindset and a playful attitude. The more fun you have, the better the images will be. Don't you worry, I will be just as big a goof-ball behind the lens, we're in this together!

Fun & *Creative*

Your photo shoot is your chance to step outside of your comfort zone and get some creative images that will STAND OUT! You have a professional there (me!) to make sure you still look amazing and to help you with posing, so go for it! At the end of a beach shoot let's get sandy or jump in the ocean with your clothes on... Think playful, out of the box fun. Getting a little messy is worth scroll-stopping images!

Try this

- A tulle skirt because they're SO fun and always look great on camera.
- Play with some props like hats or big glasses.
- Coloured powder or body paint!

Pro Tip:

For inspiration check out **this Pinterest board** for some bold and creative ideas to get your cogs turning and your inner child excited.

Styling for your body shape

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OK, you've read my 10 different outfit ideas, but which ones work for your body shape?

All body types - The universal flattering and versitile garment is a 3/4 length sleeve top or dress with a scoop neck in a rich colour like blue, purple or red.

Large bust or short neck - Skip high necklines, like a crew or turtle neck for a photo shoot. Instead go for a scoop neck or a soft v-neck. If you really want more coverage, a boatneck or ballet neckline is far more forgiving.

Wide shoulders - Skip square necklines, like a tank top or a tank dress, this will widen and square up your shoulders even more. Instead, interrupt the firm horizontal line of your shoulders by creating diagonal lines with a halter top, raglan sleeves, high cap sleeves or chevron stripes.

Styling for your body shape cont...

Large arms - Even slightly bigger arms can photograph large. Thankfully there are flattering poses to help with that. Style wise, any kind of fitted longer sleeve is flattering as is a high cut cap sleeve or angled short sleeve. If you are going sleeveless, a strap that sits at an angle slims the arm.

Narrow/Straight hips - Narrow hips love fabric to fill in the curves missing. Ruching on the side seams of a pencil skirt, sheath dress or bodycon dress can do this. A flared skirt may also be a good option for you. A printed skirt or dress is also a great way to camouflage the lack of curve. If you want to skip a skirt or dress, slacks and skinny jeans/pants look amazing on narrow hips.

Jewellery - If you know me at all you know I love my bling. The bigger the better! But this doesn't suit everyone's tastes. Timeless jewellery like hoops, drops, a slim bracelet and simple rings will appear more timeless in your images. I'm all for bold jewellery (I encourage it) but keep in mind that "trendy" jewelery will date a picture faster longterm.

Hair up - Hair down seems to be the most celebrated look, but if you're an up-do kinda gal and you're being photographed with your hair up for a dressier (non-casual) look, wear bold drops or statement earrings. Amazing earrings will take the place of flowing locks.

Pro Tip

When wearing bold earrings, skip a necklace. Now this is not a hard and fast rule, matter-a-fact I break it all the time. However, a bare decolletage is slimming.

The most *Flattering* clothes for photoshoots

Look for colours that bring out your eyes and flatter your complexion and hair colour.

Add a form fitting jacket for a polished layered look.

A little shimmer goes a long way. Shimmer tops add visual interest for headshots.

A form-fitting top allows for negative space around the body and arms to help shape your figure instead of being a block of colour.

Long sleeves and 3/4 sleeves let the emphasis stay on your face and are perfect for slimming arms.

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Bring Jewellery that suits your style.

I love a wrap dress. It has just enough texture and emphasizes an hourglass figure.

Fabulous bold colours. Find the colour that suits you (and your brand). Coordinate with your eyes or hair colour for extra wow!

Lace Dress looks great for all sizes.
Love the 3/4 sleeves for slimming arms.

Think TEXTURES not patterns.
Textures like lace, ruching, wrap tops, cowl necks, etc. add visual interest.

Let's get planning!

That's a wrap. Now you have all my styling hot-tips for your branding shoot. I hope that has got you excited about what's to come and those cogs turning about what you want as an end goal for your shoot.

Next, we will have a strategy call to go over all the fabulous info you gave me in your questionnaire and really start to flesh out this dream brand shoot!

I can't wait to work with you!

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Your brand deserves photos as beautiful as you!

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