

## What should I wear for my headshot?

The best advise is to choose clothes that you feel good in. Either formal or informal based on the audience that you are targeting. In most cases, you won't go wrong by being a little conservative. Choose clothes that you would wear to a meeting with a client or investor. You can bring a few options to the shoot. If you are not comfortable in the clothes you choose, it will be apparent in the photo and it will not have the intended impact.

## What type of clothes should I wear?

- Men should wear a suit jacket or sport coat and a nice dress shirt.
- Women should wear a blouse or a tailored jacket.
- It is best to wear long sleeve shirts for your portrait. Long sleeves are much more flattering on arms than short.
- Make sure everything fits properly avoiding clothing that wrinkles easily as it tends to look sloppy and unprofessional.

## What colors photograph best/worst?

- Solid colors photograph best, most people look good in midtones (green, blue, brown, etc.).
- Avoid white and colors that approximate your flesh tones (this might be beige, tan, or very pale peach, pink, and gray).
- Avoid wearing clothing with patterns or accessories that distract from your face. Very bright reds, yellows and oranges can also be distracting.

## How much makeup should I apply?

- Wear what you would for a nice evening out. Well done, but not overdone.
- Avoid overly glossy or shimmery makeup as it will catch the light and be distracting.
- If you normally don't wear makeup, your pictures will look better if you at least wear foundation as it helps even out your skin tone.
- Bring extra powder as you may want to reapply during the shoot to avoid shine.

## Accessories for women:

A string of pearls is classic, a bold gold necklace shows style and panache, as does a striking scarf, one that provides an accent color and that doesn't have a distracting pattern, is a good way to express your creativity while bringing the focus of the portrait up towards the face and away from the chest. Jewelry can be a great accessory to your outfit, but should not distract from your face., less is usually more. Necklaces look best when they are shorter and mimic the neckline of your shirt.

