

Allison Liffman | PHOTOGRAPHY



# WHAT TO WEAR

A STYLE GUIDE FOR  
ALLISON LIFFMAN PHOTOGRAPHY



If your nerves start to jitter when you think about what to wear to a photoshoot, don't worry, that is SO normal!

## STEP ONE

Choose a neutral color palette, earthy tones. Something that compliments a natural environment. These colors are classic and will stand the test of time.

Don't get me wrong, I am not advocating for a dull world. By neutrals, I just mean a softer color tone. For example, instead of an electric blue, go for something closer to navy, and instead of a bright red, opt for a burnt red or even a wine color. Instead of bright yellow, let's go for mustard.

Don't show up with everyone in black shirts and jeans. There is no need to have everyone wear the same thing.

From there, choose 3 or 4 colors that compliment each other.

For example:

Olives/ Mustards/ Navys / Burnt or Deep Red  
Greys/ Ivorys/ Beige /Black



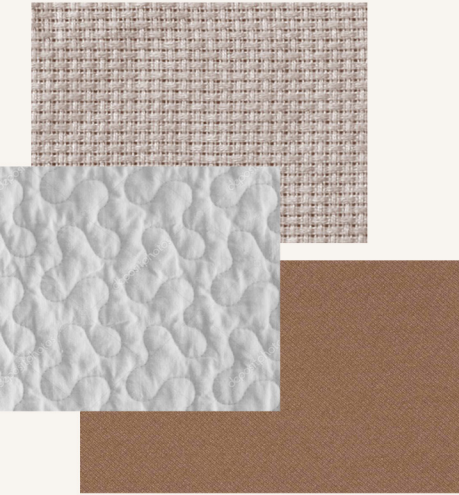
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## STEP TWO

Incorporate texture and *movement*

Pick fabrics that move and flow with you. Ones that add a cozy texture, or get picked up by the wind, or glow in the sun. Natural fibers like linen, cotton and wool are amazing. Don't be afraid to mix textures.

**Ladies, when in doubt, a flowy long dress is a good call.**



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## STEP THREE

**Be careful with patterns and prints.**

Avoid large bold patterns as they often dominate the photos and detract from attention on your beautiful face.

Usually, a subtle smaller pattern will work. Flannels or a light floral print can work when they compliment the environment. Less is definitely more. Try and limit to one pattern at a time.

**AVOID LOGOS AND GRAPHICS!**

They never look good and you want a timeless look. You want to look back on these photos years from now, and still love them.

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## STEP FOUR

SHOES. SHOES. SHOES

You can't come this far picking out an outfit, only to stop at the ankles.

If you wear heels like a pro. then go for it. But, if you're like the rest of us, who tend to find heels a bit uncomfortable, then do yourself a favor and knock a few inches off those heels.

Keep in mind, we will likely be walking on uneven terrain and through grass and such. I may give you an energetic prompt, or you may be in a more playful mood. Select shoes based on location. If being barefoot makes sense we can always toss those shoes anyway!

For men, please avoid flip flops and athletic sneakers. They never look good and your footwear should match your outfit and your vibe.

SNEAKERS THAT WORK!!

SNEAKERS TO AVOID!!



## THINGS TO REMEMBER

- Stay away from bright and neon colors! They almost always look bad in photos, and make for an editing nightmare!
- Dress for the season. Even though you want to bundle when its cold, stay away from big puffy jackets. Keep warm with a pea coat and a scarf.
- Compliment - don't match with your family.
- Wear something that makes you feel like yourself.
- Natural fibers and earthy colors look amazing in every setting.
- Avoid large prints, logos and patterns, avoid athletic sneakers!
- If your little one is in diapers and a dress, throw on a bloomer or diaper cover.

## SESSION OUTFIT IDEAS

(AMAZON LINKS & SHOPPING LINKS ON THIS PINTREST PAGE)

<https://www.pinterest.com/aliffman/photoshoot-style-guide/>

## A FEW OF MY FAVORITE SHOPS

<https://balticborn.com>

<https://thesimplefolk.co>

<https://jamielay.com>

<https://www.wearereclamation.com/rentals>

<https://ryleeandcru.com>

<https://www.flutterdressshop.com>

[https://www2.hm.com/en\\_us/index.html](https://www2.hm.com/en_us/index.html)

<https://www.freepeople.com>

<https://www.vicicollection.com>

<https://www.lulus.com>

<https://www.zara.com/us/>





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