indigosilver studio

What to Wear



Headshots



Thank you for choosing indigosilver studio for your headshot or personal branding portraits!

We are dedicated to capturing your unique personality and features in the most professional way possible. We know that determining what to wear is just as difficult as finding the right photographer.

Even though your face is the focus of your headshots, what you wear still matters. Every detail in your headshot will contribute to your first impression, including your clothing, which is why we've put this guide together.

We hope this brochure helps to ease any overwhelm and give you some guidance to find the best outfits for your upcoming headshot photos.

COLOR GUIDE

Here are some general guidelines for how to choose the right colors for your headshots and the effect that different colors and shades can have.

Start with a Solid Neutral Color

Start with a neutral color that complements your skin's undertones (warm, cool, or in between). Black, white, brown, and navy are all universally acceptable colors to serve as the base for your outfit.

Assessing your Undertones

To get a general idea, look at the veins in the palm of your hand and your inner wrist- if they look blue or purple, your skin is cool, if they appear green, you've got warm skin. If you can't tell, you've probably got neutral toned skin.

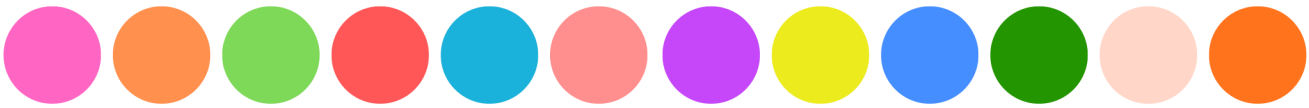
WARM SKIN TONES:



COOL SKIN TONES:



AVOID THESE:





Add Flare with 1 Bold Shade

If you want to draw more attention to your face in your headshots, opt for bolder shades around your neckline. Make sure your color combinations work well together.

Texture > Patterns

To add a little visual interest, we recommend playing with textures rather than patterns or bold accessories. Textures like a chunky cable knit, a smooth satin, or a rough linen will add subtle interest without overwhelming the image. In the same vein, avoid wearing logos.

Outdoors Portraits: Choose Deeper Colors

If you're planning to have your headshot photo session outdoors, choose deeper colors instead of pale, light colors to avoid looking washed out.

Black and White Portraits: Plan for Contrast

If you plan to take black and white headshots, choose contrasting colors. For example, if you're planning to wear a white shirt, opt for a black or navy blazer. Wearing a lighter shirt with an equally light jacket won't work for this style of photography.

WHO ARE YOU?



Your headshot is a reflection of you and your business. Consider what you want this important "first impression" to convey.

Consider Your Brand Colors

If your headshots will be used on your website and marketing material, consider incorporating your brand colors. Find small ways to work these colors into your outfit so that your photos are a cohesive addition to your marketing collateral.

Consider Your Brand Personality and Niche

You wouldn't expect a plumber to wear a tuxedo, or an executive to wear joggers and a hoodie. Your wardrobe should be appropriate for your line of work or personal brand. Your choice of color and clothing style conveys a message to potential employers or clients. Here are some suggestions to consider:

- **Corporate:** Darker subdued colors, professional attire, understated accessories. Nails are neutrals, soft pinks, or french tips.
- **Creative:** Lighter or bolder colors, fashion-forward or unique pieces, non-traditional choices such as expressive nail designs, and fantasy hair colors.
- **Blue Collar:** Relaxed-but-put-together options such as a well-fitting polo, khakis instead of slacks

CLOTHING STYLE GUIDE



Here are some general guidelines choosing the correct wardrobe pieces for your headshot or branding portrait.

Make Sure It Fits You Well

Your outfit should fit you well. An oversized jacket or baggy blouse simply looks unprofessional. Likewise, make sure your shirt is not so tight that it pulls at the buttons.

Keep It Wrinkle-Free

Under our bright studio lights, even the most subtle wrinkles will be very noticeable -- and there is no quick-fix to edit them out. For best results, iron your clothing beforehand and bring them on hangers to avoid seatbelt creases.

Let Your Face be the Center of Attention

The human brain is hardwired to look for skin tones. It's how we quickly decide if the approaching figure is a friendly human or a hungry tiger. It also means that areas of exposed skin will pull the viewer's attention away from your face. While it may sound prudish, your headshots will have the most impact if the majority of your skin is covered. As such, we recommend avoiding short sleeves, sleeveless, and plunging necklines.

Avoid Transparent Clothing

Ensure sure that your clothing won't be transparent under bright studio lights. Test your clothing by taking a selfie in full sun, or with your flash turned on. Check to ensure you cannot see any undergarments or undershirts. We recommend flesh-toned undergarments for best results. While you're at it, check for visible straps and any bumps that the fabric might create under your clothes.



HAIR-DOS... HAIR-DON'TS

Go Pro
Ideally, if you have some extra budget, it's highly recommended that you hire a professional to assist you with your hair on the day of the session.

Don't Make Big Changes at the Wrong Time
Don't attempt drastic changes in your hair cut or color right before your session. You never know when something might go wrong, or you aren't happy with your new look.

Fresh Cuts on Short Hair?
D*on't* cut short hair the day before. Cutting your hair a few days before ensures the lines look a bit more natural.

Opt for a Natural Style
Not only should you feel comfortable, but people should still be able to recognize you. Curling your hair for your headshots is fine, but don't go overboard. Opt for a hairstyle that you would likely wear to work.

Hairspray is Your Friend
We've all had to deal with fly-aways but they're not ideal for your headshot session as they can be difficult to edit out. Have a small can of hairspray on hand.



MAKEUP FOR THE CAMERA

Hire a Professional

As mentioned with your hairstyle, it's best to hire a professional makeup artist for your headshot session. We're happy to provide recommendations

Keep It Natural

Your headshot makeup should make you feel comfortable and confident, so if you don't generally wear red lipstick, this is not the time to do it. Keeping your makeup as natural as possible is the best way to prevent it from becoming a distraction.

Avoid Highlighter

Because highlighter can make your face appear shiny, it's best to avoid it on the day of your shoot.

Go Easy on the Powder

Remember, your photographer is going to use a high-resolution camera, which emphasizes the details of your skin, including your pores. Too much powder can result in an unflattering result.

GETTING YOUR FACE PHOTO-READY



Hydration is Everything
Drink enough water in the week leading up to your session to keep your skin looking supple and healthy.

Book a Facial
For an added layer of hydration and exfoliation, treat yourself to a facial a few days before your session. This is not the time to try any new peels!

Wax or Dermaplane for Peach Fuzz
Unwanted “peach fuzz” facial hair can stand out in a headshot, especially when makeup has been applied. which is why you should schedule a wax a few days before your session. Do not wax the day before your shoot as your skin could still be red.

Exfoliate and Moisturize
Gently exfoliating your skin a few days before your session will clear away any dead and dry skin and flakes. Make a point of moisturizing twice a day – this is over and above your facial.

Shield Your Skin From the Sun
Stay out of the sun as much as possible the week before your session. And if you do need to step outside, apply sunscreen.

Get Some Sleep
Getting enough sleep makes a massive difference to your face. You will look more energized and your makeup artist won’t need to cover up puffy under-eye bags.

FACIAL HAIR



Shaving Your Head at the Right Time
If you generally shave the hair on your head every few days, shave it a day or two before your session for the best results.

Trim evenly
Trim your beard so it's well-groomed and even. Darker beards tend to be more noticeable in photos, so trimming can help.

Committed look
Choose to have a beard, mustache, or nothing at all. Scruffy or stubbly hair isn't recommended.

Brush & Moisturize
Brush your beard to remove dirt and loose hair, which can make it look less wiry. Then use beard oil or beard balm to hydrate your beard roots and keep them healthy. Regular use can also add shine and make your beard look fuller.

Exfoliate Before Shaving
Exfoliate with a gentle body scrub or a skincare product with mild acids like beta-hydroxy to help you get a clean, close shave without ingrown hairs.

Avoid Razor Burn
While your face should look neat the day of your session, you also want to avoid razor burn. Whether you're shaving your face clean or simply tidying up your facial hair, use the right shaving cream and moisturize your face afterward.

Tidy Up Ear and Nose Hair
Don't forget to trim any nose and ear hair before your session.

WOMEN'S LOOK 1.



This is the most classic look for business headshots. You can't go wrong with a black blazer. Make sure you choose a well-fitting blazer that accentuates your body shape, as this will be the key item to this look. Styling the blazer with simple black trousers and a white blouse brings this outfit together. Don't forget, you can also remove the blazer while taking photos which gives you two great looks out of one.

Blouse - Vince Camuto / Blazer - Vince Camuto / Trousers - MM La Fleur / Shoes - M Gemi

WOMEN'S LOOK 2













A skirt and blouse option is a perfect combination for the woman looking for a more feminine style. This outfit here is a great example of a monochromatic look, using different tones of neutral beige throughout the outfit. Wear your blouse tucked in to accentuate your waist line and add a belt for extra detailing. If you're looking to add a little personality to this outfit, a silk scarf is a great accessory to give this look a little flair.

Blouse - MM La Fleur / Skirt - MM La Fleur / Scarf - Banana Republic / Belt - Express / Shoes - Ann Taylor

WOMEN'S LOOK 3













Work in a more casual environment? White is a great option for those looking for something a little more carefree. I love pairing a white silk blouse with jeans and nude shoes, which gives your look a little more of an unassuming feel. If you're looking to add a tailored aspect to this style, throw on a white blazer, which screams statement item.

Blazer - BB Dakota / Jeans - Mother Denim / Blouse - Vince/Shoes - Karl Lagerfeld / Earrings - Nordstrom













MEN'S LOOK 1















A well-fitting navy suit is a fantastic option when taking corporate headshots. Those in more professional industries will want to opt for a more conservative look such as this. Don't forget to accessorize, these items add important details to your look. Brown leather shoes and a belt pair nicely next to the navy which will elevate your style.

Blazer - Bonobos / Toursers - Bonobos / Shirt - Indochino / Belt - Allen Edmonds / Shoes - Allen Edmonds / Tie - Bonobos

MEN'S LOOK 2













Looking for a modern alternative to a suit? This look takes a light khaki blazer, a subtle barely there plaid print and pairs it with chinos and a classic chambray shirt, making the outfit read a bit more casual. This is a great option for the man who might not need to look as conservative in his headshots.

Blazer - Bonobos / Trousers - Bonobos / Shirt - Proper Cloth / Belt - Mr. P / Shoes - John Lobb

MEN'S LOOK 3











For business casual looks or those in a more creative industry, try this look. A bomber is a great alternative to a suit jacket or blazer while still giving you a polished look. Pairing the bomber with a polo, like this sweater knit, will give you the option of going sans jacket in your shots. Keep your accessories simple with classic white sneakers and a watch to round out the look.

Sweater - Theory / Watch - Shinola / Bomber - Theory / Shoes - Common Projects / Pants - J Crew













indigosilver studio

info@indigosilverstudio.com

indigosilverstudio.com

910-399-6790