



## Ritchie Commercial Photography

### Photo Session Tips

#### Individual Portraits

Choose comfortable outfits that make you feel good. Clothing that allows you to express your personal style *and* flatter your body. Feel free to bring a wardrobe change if you can't decide. Don't forget the accessories: jackets, sweaters, scarves, textured fabrics can add visual interest and turn a plain photo into an extraordinary image.

Choose clothing that shows movement. A skirt or scarf that catches the wind, a jacket that can be thrown over the shoulder, a sweater that can be open or wrapped around you...these ideas can all make for a variety of poses.



#### Group Portraits

For group portraits, subtle coordination is key. Choose a color scheme that each person can make unique with variations of texture and style, accessories, or a subtle pattern.

#### Grooming

*Hair:* Wear your hair how you like - if you plan something new, try to do it a week before your photo session. If you are outdoors, check the weather. Hairspray is your friend and a scarf or hat might be a fun accessory. You'll want to make sure those roots are freshly done, and don't forget to tidy stray eyebrows, facial hair and nose hair, too.

*Nails:* Don't forget a fresh manicure /pedicure – a French manicure will go with all your outfits.

*Make-Up:* A natural look is best when it comes to make-up – a light foundation and powder helps with skin tone and shine. Re-touching can add to your look to make it more dramatic, but it can't fix poorly applied make-up.

#### Things to avoid:

Avoid words, logos, wide stripes and loud patterns as they can be distracting.

Exposed bra straps, tan lines, sunburns: all these require extensive re-touching.

Dress for your location! Beach casual might be barefoot, linen, sunglasses. Downtown might be a more urban style. An upscale club might be cocktail or more formal wear.

