

# Headshot Session Tip #1

## What to Wear

When choosing what to wear for your professional headshots, it's best to avoid complex patterns like stripes or checks. Horizontal lines can be difficult to look at in a photo and mixing patterns can make the photo feel busy. Vertical lines can have a slimming effect but should be minimal. It's best to opt for solid colors whenever possible.

**MEN:** For a corporate headshot, a business suit is almost always a good choice. If you want a more casual look, you can forgo the blazer and wear a white shirt with a tie. For blazers, solid grey or navy are good choices for timeless portraits. If you are wearing a tie, choose something classic. A simple pattern or a bright color if you like but avoid anything too over the top.

**WOMEN:** A classic business suit or simple blouse and skirt or pants are great options. Again, don't wear anything too trendy or a pattern that's busy. It's best to choose something with a fall or winter look rather than a summer style. Go a little heavier on the make-up than usual, it photographs better. Make sure your hair is clean, styled and not frizzy.

Most important- **BE COMFORTABLE!** If you don't feel comfortable in your clothing you will not look comfortable. The confidence that comes from knowing that you look good along with a warm smile will result in an image that you love and will help you achieve your marketing goals. Headshots are supposed to convey that you are a confident and polished professional so take the time to choose clothes that convey that message.

More Tips to Follow!

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