

HOW TO DRESS FOR A BRAND PHOTO SHOOT

Headshots have certainly come a long way in the past decade.

As a business owner or employee, you represent a brand and your headshots should portray the image you want the company to have.

I've styled hundreds of professionals for their brand shoots, and have come up with these top tips to help them prepare:

1) Reflect on the brand's image, and amplify it with your pics.

In order to have your pictures really do that, you have to first reflect on what you want your pics to say. Don't pose arms crossed in a grey, stiff suit if the brand is about being creative and fun. An outfit with colour and a fun pose may be more reflective.

Take the time needed to really think about what you want these pictures to portray.

2) Don't over-do brand colours

Although it's great to incorporate some of your brand colours (perhaps in an accessory like a tie, belt, jacket), wearing that colour from head to toe, or incorporating it in too many ways can come across as a bit much..

3) If you're going to keep these photos for a while, stick to classics

Many people don't re-do headshots or brand photos every year. If that's the case for you, it's safe to stay away from trendy pieces, bold patterns and seasonal looks. Stick to jewel tones and classics that will stand the test of time.

4) Good fit is key

Make sure the outfit you select fits you well. Anything too large or too tight will not photograph well. Try the outfit(s) on first, make sure they are well fitting. If you really love a piece but it doesn't fit right, investing in a good seamstress is a cost effective way to feel like a million bucks. You want to feel confident in your outfit, and that confidence will definitely come across in the photos.

5) Bring a selection of outfits

Your photographer (especially the really good ones) will suggest different poses, locations and styles. Having a selection of outfit changes gives you choices and expands the picture possibilities. Sometimes, it's as easy as swapping out heels for flats in a more casual pose, or replacing a blazer with cardigan for a more approachable look.

6) Accessorize to bring your look together

Don't underestimate the power of a pocket square, statement accessory or belt to make polish off your look. As long as it is not too distracting, an accessory can take your look from "basic" to "put together".