

# What to Wear for Family Photos

The Ultimate Style Guide from a Professional Photographer



## Why What You Wear Matters

Let's get real: the days of matching white shirts and jeans are long gone (and we're all better for it). What you wear for family photos sets the tone for your images - cozy and candid? Timeless and classic? Playful and bright? Your clothing helps tell your family's story. The goal isn't perfection, it's personality.

## Start with Mom (yes, really)

Mom, you're the MVP here. Choose your outfit first - something you feel confident and comfortable in. Flowing dresses, soft textures, and muted colors photograph beautifully and allow for movement, which adds life to your images.

## Coordinate, Don't Match

Think color \*palette\*, not uniforms. Pick 3-4 complementary colors and mix them across the family. Layer in textures like knits, linens, or denim. This adds depth and keeps things visually interesting without being chaotic.

## Neutrals Are Your Friends

Soft whites, creams, sage, dusty blue, taupe, and blush all photograph beautifully and won't distract from the stars of the show (that's you!). They also help keep the focus on connection and emotion - not your neon socks.

## Add Layers & Accessories (But Keep It Simple)

A jean jacket, a knit cardigan, a subtle headband - these add visual interest and can be easily removed or switched up mid-session. Avoid loud patterns, giant logos, or accessories that constantly need adjusting.

## Think About Your Home Decor

If you're planning to print and hang these photos (which you totally should), consider your home's color

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scheme. Warm tones or cool tones? Minimalist or cozy cottagecore? Let that guide your outfit choices - especially if you're printing in color.

Pro tip: All images you choose from your gallery with me come in both color and black & white, so you can decide what works best for your walls *\*after\** you see them. No pressure, just options. You're welcome.

## What Not to Wear

- Neon colors (they reflect on skin and are impossible to color-correct)
- Bold stripes or small tight patterns (they can "vibrate" in photos)
- Shoes with big logos or bright soles (they're attention thieves)
- Matching outfits for everyone (this isn't a Gap ad from 1997)

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## Outfit Planning Checklist

### One Week Before:

- Final outfits chosen (for everyone - yes, even Dad)
- Clothes clean, wrinkle-free, and ready to go
- Tried everything on - no surprise fits or itchy tags
- Shoes selected (bonus points for clean and neutral)
- Accessories picked (hats, bows, jewelry - keep it simple)
- Haircuts scheduled (but not the day before - trust me)

### Day Before:

- Outfits laid out or packed
- Backup clothes packed for kids (accidents will happen)
- Bribes/snacks prepped (fruit snacks, goldfish - your call)
- Directions and session time confirmed
- Tell your partner what time to be ready (add 30 minutes for reality)

### Day Of:

- Everyone fed and well-rested (or caffeinated - you do you)
- Wipes/tissues packed - just in case
- Bring a hairbrush or comb (especially if there's wind)
- Reminder: You're not aiming for perfect - you're aiming for \*you\*
- Deep breath. You're ready. Let's make magic!