



The Wardrobe Guide



ANNA LASKA
WEDDING PHOTOGRAPHER



The background is a dark brown color. On the left and right sides, there are several almond shells, some whole and some cracked open, arranged in a curved pattern. At the bottom of the image, there is a stylized mountain range with various shades of brown and tan, creating a layered, wavy effect.

IMAGINE THAT WE'RE PAINTING A PICTURE...
THE SCENE HAS BEEN PAINTED
AND WE'RE ABOUT TO PAINT YOU INTO IT!

What are we going to have you wearing in this work of art?

Let's find out...

WHY *this* MATTERS

I created this guide with you in mind, to bring you some useful information that walks you through the process of choosing what you wear on your photoshoot!

*Hear me out... what you wear
can make or break your photos!*

What you wear is like the quality of paint you use to create a piece of art. Poor quality, and the art suffers!

So, grab your boo, get comfy, and take 10 minutes to intentionally walk through this guide together!

I promise you, it will be worth it!



*At the end of the day, I want you to feel like yourself
when you look back at these photos, and part of that
is wearing what most feels like you!*

Obviously I'm giving out guidelines and wardrobe expertise for photography, so
of course, don't just wear sweatpants and a hoodie. :)

But, apply all of this to what you already know looks good on you and makes
you feel confident and comfortable!

Here are my creative pointers...

WHAT *do you* ALREADY HAVE?

Take a look at whatever is already in your closet, and go from there!

Don't immediately jump to: "Let's buy something new that I'd never wear in real life!"

Totally cool if you want something new and special for your shoot, but just make sure it reflects who you've been all along!

If you want something new, maybe wear it a few times before the actual shoot day, and think about how you like it on yourself!

How does it make you feel when you are in social settings or when you look in the mirror?

Same thing with something-you've-always-had, make sure you do love wearing it, and it makes you feel confident/comfortable!





MOVEMENT

Make sure you can move in your outfit very easily, and it's a huge added bonus if the piece itself moves as well!

TRY: Flowy, airy, fun, textured, soft, etc...

AVOID: Stiff, crisp, business, startchy, etc...

TIMELESS

Look for a piece that you won't regret wearing in 5 years.

Maybe something that has already stood the test of time.

Use what I call: "The 5 and 5 rule." 5 years ago you could have probably worn it, and in 5 years you could probably still wear it!

ALL YOU

Make sure it has that classic, trademark, YOU Stamp on it! Whether it's something old or new!

Here's WHAT TO AVOID:

- ♥ Crisp or starchy clothes that make you feel constricted or overly formal.

 - ♥ Stay away from blazers or business-wear.

We want a comfortable, cosy and fun version of you!

- ♥ At all costs, avoid sports/athletic wear, gym clothes or gym shoes.

- ♥ If logos or branding are bigger than a quarter, try to look for something else without any branding or words on it!

 - ♥ trendy patterns and bright/neon colours!

Let's talk about COLOR...

I always recommend neutrals and earthy-toned colors that visually fit into the natural/earthy surroundings we are shooting in!

You want to avoid the highly-manufactured / bright / aggressive colours and tones that just don't look like they belong in a natural setting, because they will stand out like a sore thumb, and will end up looking out of place in the final photo.

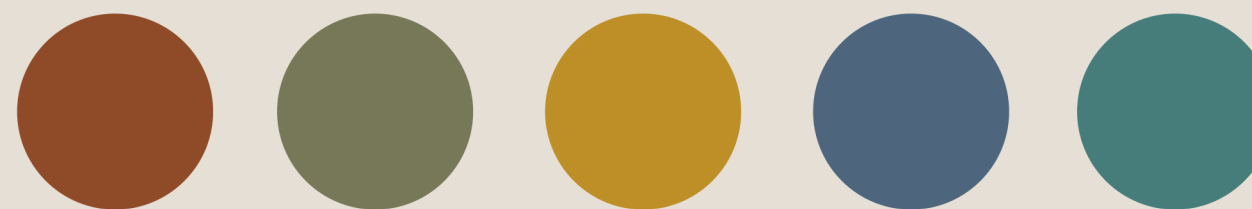
When it comes to colour, you do want to stand out from your surroundings, but still look like you belong there.

That said, One or two pops of colour pair nicely with neutrals everywhere else.

For example, If you do have a pop of colour in the outfits, it's nice to not overcrowd that colour (or 2) with other ones.

On the right are some recommended neutrals and colours!

Soft Neutrals



Pops of Color



OUTFIT IDEAS *for* GIRLS

Flowy dresses
Oversized/roomy sweaters,
Jumpsuits / playsuits
Denim & t-shirt,
Denim and crop top,
Denim and tank,
Statement jacket,
Winter Overcoat,
Wide hats.

Cosmetics & Footwear

Leather/suede boots
Timeless sneakers (non-athletic),
Leather sandals,
barefoot! ;)

makeup should make sense with the scene/vibe.
hair needs to move. It's best worn down!



OUTFIT IDEAS *for* GUYS

Statement jacket, henley or soft button-up shirt, textured sweater
flannel, denim & tee, khakis, chinos, jeans, winter overcoat

Cosmetics & Footwear

Leather/suede boots, timeless sneakers (non-athletic), leather
sandals, or barefoot are all recommended!
try to wear your hair naturally or with limited product.

LOCATION AND SEASON

When you think about what clothes will look best for your shoot specifically, you want to take into account the location you are shooting at and the season you are shooting in.

Location can often dictate what the best colours and outfits are going to be, because the location is bringing its own vibe, colours, textures, and theme.

Back to the painting analogy at the beginning, think about your location as a painting that is already painted, and now we have to paint YOU into the picture.

What are we going to have you wearing? What will look best up against that backdrop? What makes most sense in that location?





FINAL NOTES

Bring Options!

Bring some options to the shoot! It's always nice to have different pieces to choose from the day-of.

Keep in touch.

It's so helpful if you can keep me in the loop about what you're planning on wearing!

If you are unsure what to wear, send me some selfies in 2/3 outfits and I will help you to choose :)

Don't. Stress. Seriously!

Last thing: don't stress about this!

We'll make sure you look real goood, so don't worry!



Sending LOVE,
Anna



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