

Family

STYLE GUIDE



What to Wear

WELCOME



Hello! I'm so excited about your upcoming family session at Sara Welburn Photography! This style guide contains a lot of information about what to expect at your session, outfit selection, and more! Please read it thoroughly! Our most frequently asked questions are answered right here in this guide!.

Your session is all about YOU! I wholeheartedly believe that every person on this Earth has INCREDIBLE things to share with the world. I learn something new and beautiful from every single one of my families and I know y'all will be just as remarkable!

I can't wait to work with you and get to know your INCREDIBLE selves. If you follow the rules outlined in this style guide, we're going to have a blast! Feel free to reach out with any questions you might have! This is gonna be fun :)

- *Sara*

What to Wear

WARDROBE INSPIRATION

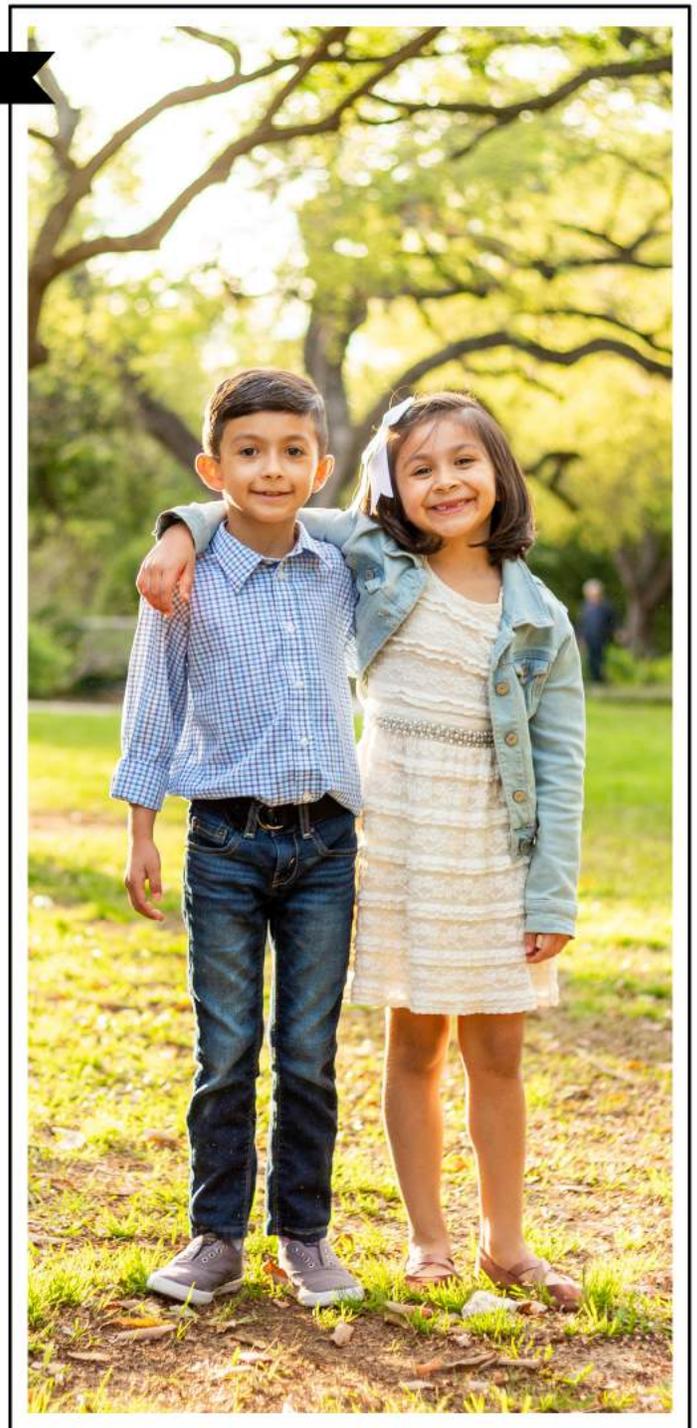
Adults!

Selecting outfits for family photos can be really overwhelming! The best advice I can give you is to start with one person! If you have a super cute outfit for one member of the family, build the rest of the family's outfits around that one outfit!

It's really tempting just to throw on those comfy jeans and your favorite faded shirt, but now is the time to dress to the nines! Long dress pants for the men, beautiful dresses for the women. And don't forget to pay attention to the little details: hair, nails, and accessories! They make a big difference.

Kids!

There are SO many cute kids clothes to choose from! Suspensers, hats, rompers, dresses, hair bows, overalls, and so much more! Don't just settle for shorts and a t-shirt. Get creative and show off how adorable your little ones truly are!





What to Wear

WARDROBE: DOS & DON'TS

- **BE COMFORTABLE.** Choose clothes that fit well and feel good. If you do not like the way something fits or feels, then leave it at home! Make sure that all outfit pieces fit well! It's easy to want to buy something your kid can grow into, but baggy clothes won't look very good on camera! Also, we're going to be moving around a little bit - sitting on the ground, squatting, laying down, etc. - so make sure it fits well AND can move a little!
- **CHOOSE COLORS THAT MATCH YOUR DECOR!** On camera, solid black and white can make skin tones look very washed out and unflattering. But otherwise, just look around at your home decor! Since you'll be hanging these photos in your home, choose some colors that will compliment your established decor!
- **ADD LAYERS!** In the cold months, adding layers to your outfits always looks stunning in portraits! A sweater with a colored shirt underneath, a vest with a statement necklace or scarf. They all add depth and dimension to your images. Even in the warmer months you can add layers by wearing a dress with a cute sheer cardigan or by throwing a light vest over a nice shirt! Whatever you choose, a good rule of thumb is to always have at least one accessory!
- **AVOID BUSY PATTERNS AND LOGOS!** While some textures and patterns can add a fun pop of personality to your portraits, too many or too crazy of a pattern can ruin them! Some patterns (like small, closely spaced stripes) can look trippy on camera or make you look much larger than you really are! Avoid those at all costs. If you're not sure about a pattern, just ask me!
- **CLASSIC OVER TRENDY.** You don't want to look back on them a few years from now and shake your head at the dress that clearly went out of style right after these photos. Choose classic outfits that will give your photos a timeless look! And **DON'T WEAR THE EXACT SAME OUTFIT!** We want to compliment, not match exactly :)

What to Expect

During Our Session



When it comes time for our session I'll meet you at the pre-determined location 10 minutes before your scheduled starting time. We can meet up in person, chat a bit, and I can help with any last minute wardrobe decisions! Once your outfits have been finalized, we'll jump right in! We'll move to the first photo area that I scouted out ahead of time and starting shooting like crazy! We'll get in as many poses at each area as we can to give you tons to choose from!

I know that very few of my families are professional models, and I don't expect you to act like one! I'll walk you through each posing sequence and tell you exactly where to look and where to put your hands. That way all you have to do is focus on smiling naturally and having fun!

I'm so so excited to work with y'all! I know that we're going to have tons of fun, and I know without a shadow of a doubt that you are going to be AMAZING. If you have any questions, just let me know at info@sarawelburn.com! See you soon!

- *Sara*