

A close-up, high-key portrait of a woman with long, dark brown hair. She has a gentle smile and is wearing a vibrant purple scarf. The lighting is soft, highlighting her features against a neutral background.

# STYLE guide

WHAT TO WEAR TO YOUR DREAM PHOTOSHOOT  
WITH MAURICIO PALOMAR

## WHAT TO WEAR

How do you dream of being photographed?  
Remember, this is your chance to be a model  
for a day. A Princess. A Siren. A Goddess.

### BRING 5 - 6 OUTFITS

With the chance to wear several different outfits, you can aim for a variety of styles. Try to bring outfits that are unique in color and/or mood. While this guide showcases dresses only, feel free to bring your favorite jeans, a lovely blouse, or even lingerie.

### SOMETHING LIGHT AND ETHEREAL

Bring something in a light shade of blush, nude, cream or white.

### SOMETHING DARK AND SMOLDERING

Black, Navy, or Charcoal will all work well.

### SOMETHING SEXY

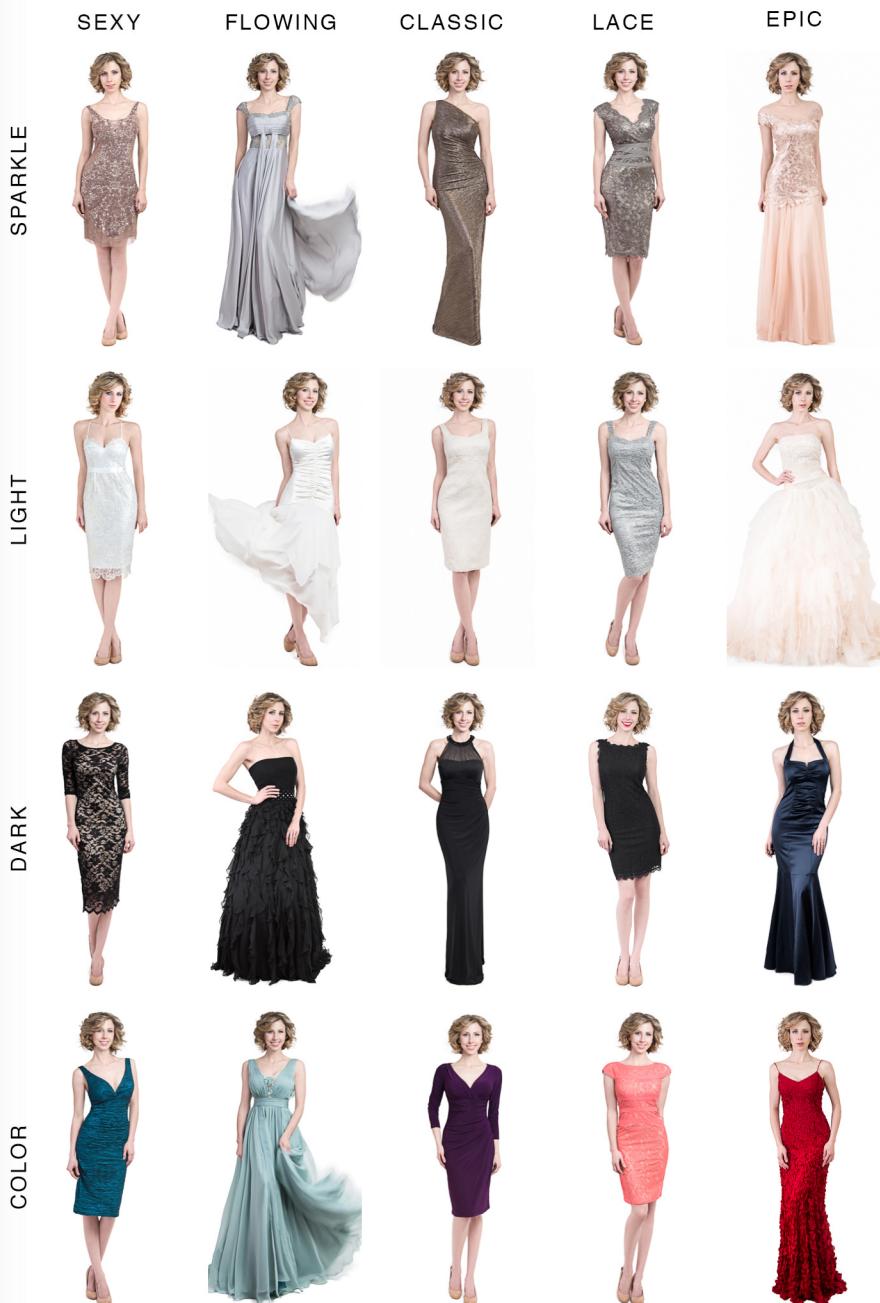
You can be an understated sexy in a backless formal gown, or a more overt sexy in beautiful lingerie.

### SOMETHING EPIC

This photoshoot is the perfect opportunity to dress like a princess or movie star, and a great excuse to go shopping. You might even rent, borrow, or custom make your dream outfit. For me, this would be a fairytale-worthy ball gown. For you it might be a killer red dress or amazing black negligee. Whatever you choose to bring should be your own fantasy ensemble.

To me, clothing is a form of self-expression - there  
are hints about who you are in what you wear.

- MARC JACOBS



Here are several examples of different color and style combinations to mix-and-match for maximum variety. Think about bringing one style from each column, as well as one color type from each row.

## NECKLINE STYLES



ASYMMETRIC



BOAT NECK



COWL NECK



CREW NECK



HALTER



HIGH NECK



OFF-THE  
SHOULDER



SCOOP  
NECK



SQUARE  
NECK



STRAIGHT  
NECK



SWEETHEART  
NECK



V NECK

## KEEP IN MIND

### FIT YOUR FORM

Fitted clothing that shows your shape works best for photographs. This applies to any body type. Outfits should hug your curves, especially along your top half. (Loose, flowing skirts are fabulous as long as your bodice or top is snug.) Skip that billowy, blouson top, or anything with dolman or batwing sleeves. While they might be flattering in person, they will not be slimming in camera.

### CONSIDER NECKLINES

Mixing up necklines will add variety to your shots, so try not to bring all of one style. I love to see your collar bone and shoulders, so off-the-shoulder and sweetheart are my favorite necklines. Whatever you choose, try to make it more interesting than the basic crew neck.

*Food for thought:* Certain necklines can evoke different moods. An off-the-shoulder top tends to appear vulnerable, while a square neck or high neck denotes power.

### THINK TEXTURE

Sumptuous textures like lace, chiffon, bead-work, or embroidery lend a rich, tactile element to your photos. Avoid high-contrast patterns or prints, which are distracting. Logos or graphics are definite “don’ts.”

## THINGS TO REMEMBER

### FLATTER YOUR ARMS

Varying sleeve lengths is another great way to add extra diversity to your looks. If arms are a trouble-zone for you, pass on cap sleeves, which are hard to pull off since they emphasize the widest part of the arm. Choose instead a 3/4 sleeve or longer.

To show a little shoulder without baring arms, try an off-the-shoulder top. You could even add a scarf or cardigan to a strapless or sleeveless dress, which can be draped over the arms - showing just a hint of skin.

### SKIP BULKY JACKETS

Unless your blazer is very fitted, (and doesn't have shoulder pads), you'll want to opt instead for a snug cardigan, which is a better choice if you're interested in having a business-friendly photograph.

### BRING NECESSARY UNDERPINNINGS

Consider the underwear you'll need for each outfit. Certain looks call for a strapless bra or nude thong. Black bras look best under dark clothing, and nude bras are always better than white. Shapewear is awesome for concealing any wobbly bits.

### ACCESSORIZE

Bring jewelry, hair accessories, and scarves or wraps to complete each outfit. Choose timeless over trendy. Forget shoes, as your feet won't be showing.

## SLEEVE STYLES



STRAPLESS

SLEEVELESS



CAP SLEEVE

SHORT SLEEVE



3/4 SLEEVE

LONG SLEEVE

## HOW TO PREPARE

**Several days** before your photoshoot, fully plan and organize your shooting wardrobe and accessories. Try on each outfit, including underwear and jewelry, to make sure everything fits. Check for visible panty lines and bra straps, and note any body-hair removal requirements.

- **Do Laundry.** Remove lint and press if needed. Tighten all bra straps for some extra lift.
- **Polish Your Jewels.** Wedding rings and other jewelry should sparkle.
- **Get Organized.** Group coordinating pieces of each ensemble together on the same hanger. Example: Top + Bottom + Bra + Necklace.
- **Arrive Comfortable.** Wear a comfy outfit to your photoshoot. This is what you'll be wearing during styling, so choose something easy to remove without messing up your hair or smearing your makeup.

## READY... SET... SHOP!

Nordstrom, White House | Black Market, Express,  
Asos, Victoria's Secret, Rent the Runway