

Savvy Rose

STYLING GUIDE









Let's Make This Stress-Free!

Ok, so you're all booked for your photoshoot – whether it's a couples session, an extended family session, or somewhere in between – now you need to work out what everyone is going to wear.

I know it can be pretty challenging to even think about where to begin. So here are a few tips and pointers to hopefully alleviate any wardrobe anxiety!

The most important thing to remember is this: **these are helpful guidelines, not rules.**

Let's make this fun and stress-free! :)

QUICK STYLING CHECKLIST

The Quick Version

1. Start with Mom's outfit.
2. Choose a coordinating color palette.
3. Mix textures instead of matching exactly.
4. Prioritize comfort and movement.
5. Keep patterns simple.
6. Choose clothes that feel like you.



You don't need perfectly matching outfits to create beautiful photos. The goal is to look coordinated while still allowing everyone's individual style and personality to shine through.

ONE - Be You!

Let me just start by saying this: **you can wear whatever you want!**

If you have a vision for how to capture your family authentically because you have a specific style, let's go for it!

There are a few things I've learned over the years that tend to photograph beautifully, but think of these as helpful guidelines —not rules.



TWO — COMFORT COMES FIRST



Comfort is King! Especially for our little ones.

We want children to be happy, and they most likely won't be happy if they aren't comfortable. Make sure we dress them for the season. If you have the cutest summer outfit for them, but it's chilly out, let's layer up with a cute knit top to make sure they aren't too cold to have fun and be themselves.

And this goes for husbands as well! ;)

On the other hand, during warmer seasons, wear breathable fabrics. For men, darker tops can help hide sweat.

Make sure the clothes allow for ease of movement so you can pick up your kids, sit, snuggle, and maybe even lay on the ground. You don't want to be constantly tugging and adjusting your clothes during our session.

If you feel comfortable, you'll feel more relaxed—and that always shows in your photos.

THREE — START WITH MOM



We all know that when Mom is happy, everyone is happy. So of course we should start there.

And honestly, Mom, this is your time to shine.

Mom's don't get enough good photos with our families. We are always the ones taking the picture, or if we are in the picture is a bad angle and bad quality picture taken with a phone. So this photoshoot is a chance to really celebrate you, and capture you and the way you connect and love your family.

I suggest you start by choosing your outfit – something you feel comfortable and lovely wearing.

I would go for a flowy midi dress, textured skirt, or wide-leg trouser/jumpsuit that allows you to move comfortably.

Once you've chosen your outfit, use it to create a color palette for selecting everyone else's outfits.

For children

Consider soft scratch-free fabrics.

Simple cotton dresses, bloomers, comfortable pants, button-downs, or classic tees are all great options.

For Dads

Think comfort and simplicity.

Pairing dark or light denim pants or chinos with a clean button-down shirt, Henley, or Polo would be comfortable, stylish, and easy.

FOUR — BUILD YOUR COLOR PALETTE



Ideally, your photoshoot outfits should look like they belong together, without looking like you're wearing a uniform.

We want coordinating, but not too matchy-matchy.

You could select colors based on their intensity, like the rich saturated jewel tones of burgundy, jade, mustard and navy, or consider a palette of muted, gentle colors, and then complement those colors with earth tones.

Here's a simple formula:
Choose 1–2 main colors, then add 2–3 complementary neutrals or earthy tones.

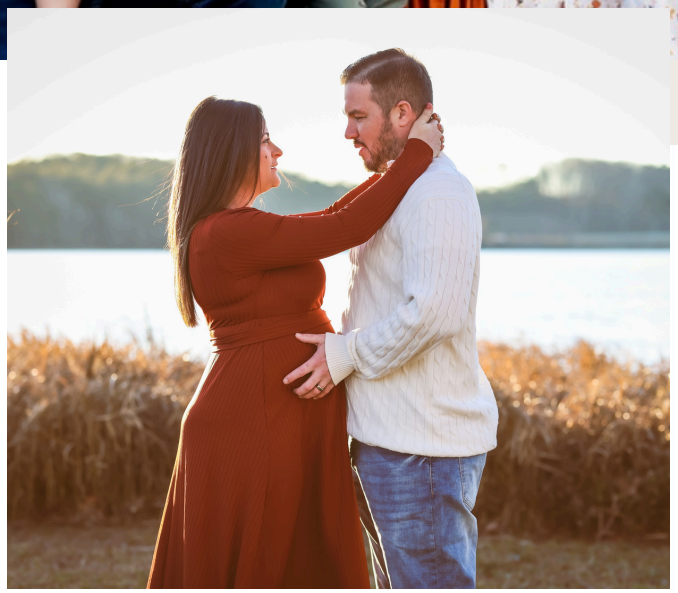
For example:

- Burgundy + cream + camel + denim
- Sage + ivory + tan + brown
- Navy + oatmeal + rust + denim
- Dusty blue + cream + taupe + soft brown

COLOR PALETTE INSPIRATION

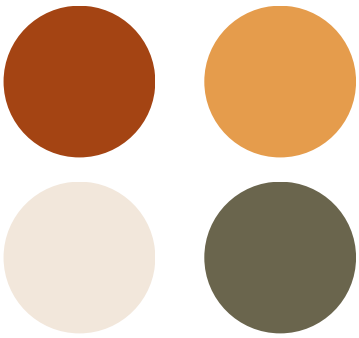
Here are some examples of color palettes that you can gather ideas from.





Fall Family Color Palette

Rust
Mustard
Olive
Cream



COLOR PALETTE

Family Photo Outfit Ideas

Spring & Summer



COLOR PALETTE

Summer Family Photo



COLOR PALETTE

Summer Family Photo

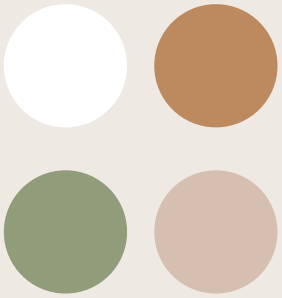


COLOR PALETTE

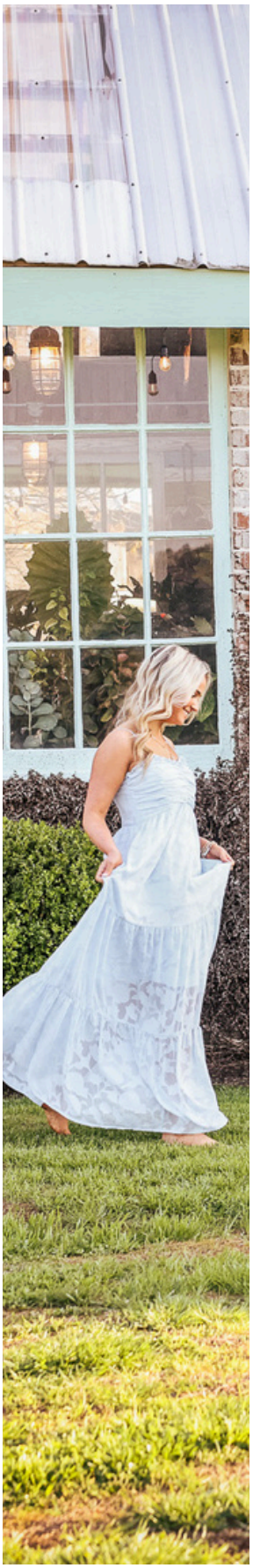
Fall Picture Color Scheme:

Burnt Orange Family Pictures





Burnt Orange, Cream, And Olive



Five – Think Texture

Texture adds depth.

When everyone is wearing simple coordinating colors, incorporating different textures keeps the photos visually interesting without making the outfits feel busy.

Consider incorporating:

LINEN & GAUZE
Light, natural fabrics that photograph beautifully and add a relaxed, airy feel.

KNITS
Sweaters and cardigans add cozy texture, especially for fall and winter sessions.

DENIM & CORDUROY
Great for grounding softer outfits and adding a little structure.

LACE & EMBROIDERY
Beautiful little details that add interest without feeling too busy.

LAYERS
Cardigans, jackets, overshirts, or vests can add dimension and give you options as the session moves along.

You don't need everyone in a different color.

Different textures can create beautiful variety while keeping everyone coordinated.

SIX — THINGS TO AVOID



AVOID NEON COLORS

Bright neon fabrics can bounce unnatural neon hues upward onto chins, noses, and necks. Neon colors can also clash with natural outdoor settings.

AVOID LARGE LABELS, LOGOS, AND GRAPHICS

You want the focus to be you and your loved ones, not the logo on your clothing.

AVOID TINY, BUSY PATTERNS

Very small stripes, checks, or intricate patterns can photograph strangely and compete with the rest of the family.

AVOID OVERLY MATCHY OUTFITS

Instead of everyone wearing the exact same color or outfit, choose coordinating colors, textures, and styles.

The goal is to look connected—not identical.



SEVEN — PREPARING THE LITTLE ONES

Happy Kids Make for Beautiful Photos

The goal isn't for your children to sit perfectly still and smile at the camera the entire time.

The best photos often happen when kids are allowed to be themselves—laughing, exploring, snuggling, and playing.

A FEW TIPS:

- Make sure everyone has eaten before the session.
- Bring water and a few non-messy snacks if needed.
- Let children know they'll get to play and have fun.
- Avoid putting too much pressure on them to "behave" or smile.
- Bring a comfort item if your child needs one.
- Trust me—we'll work with their personalities!

MOST IMPORTANTLY:

Don't stress if your children aren't cooperating perfectly.

Some of the most meaningful photos happen in the in-between moments.

TEN — PLAN AHEAD, BUT DON'T OVERTHINK IT



Once you've chosen your outfits, try everything on together before the day of your session.

This gives you time to:

- Make sure everything fits comfortably.
- Check that colors coordinate well.
- Steam or iron anything that needs it.
- Make sure everyone has the right shoes.
- Avoid last-minute shopping or wardrobe stress.

MY BIGGEST PIECE OF ADVICE?

Don't overthink it.

You don't need the "perfect" outfits for beautiful photos.

You just need to feel comfortable, confident, and like yourselves.

A FEW PLACES TO SHOP



FOR MOM

Ivy City Co.

Has some really great dresses for women and girls.

Baltic Born

Also a great option for dresses for women.

J.Crew

Preppy, dressy options for men and women

FOR CHILDREN

H&M

I love H&M's kids' clothes. You can find some really cute, classic, and unique pieces for kids without breaking the bank.

Noralee

Such beautiful dresses for girls and dressy outfits for boys. Chef's kiss!

Rylee + Cru

Beautiful outfits for babies, boys and girls that are timeless and will make your children look like they stepped right out of the past!

Oat Co.

All things baby. Gorgeous knit sweaters and rompers.

FOR THE WHOLE FAMILY

Target

Honestly can't go wrong with Target! Perfect for the whole family

A LITTLE REMINDER:

These are simply a few places to get you started.

You absolutely don't need to purchase something new for your session!

You may already have the perfect outfit hanging in your closet.

THE MOST IMPORTANT THING? BE YOURSELVES.

At the end of the day, this isn't about having perfectly coordinated outfits or finding the most expensive dress.

It's about documenting this season of your life.

The messy, beautiful, loud, sweet, chaotic, wonderful moments that make your family yours.

Choose outfits that make you feel comfortable and confident, then let go of the rest.

I'll guide you through the session, help with posing, and make sure we're capturing the moments that matter.

You just bring your people. I'll take care of the rest.

I can't wait to photograph you!

— Savvy Rose Photography

