

PHOTOSHOOT STYLE GUIDE



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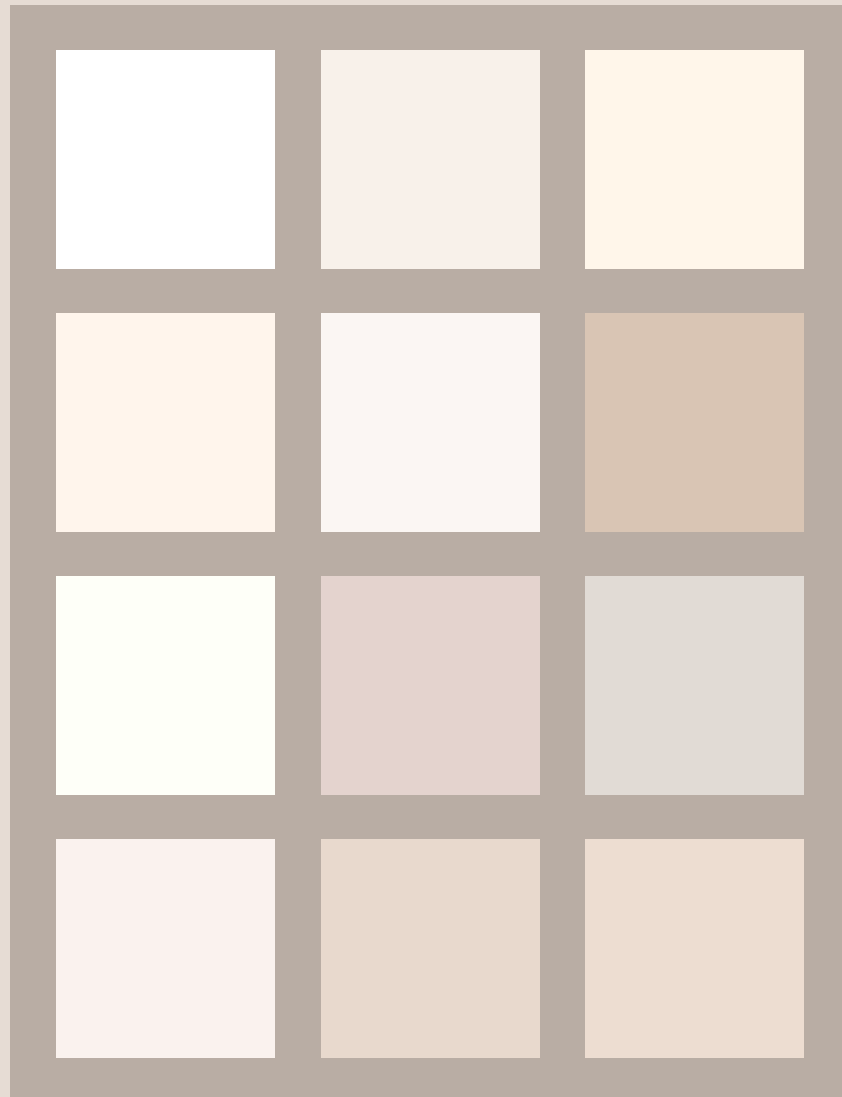


IN FASHION WE TRUST.

THE LOOK

LIGHT NEUTRALS

We will capture full body portraits on location for this look (at the beach!). Please dress in light neutral colors focusing on fashion forward choices. Hair should be styled down or half-up.



FASHION FORWARD

A woman with long, curly hair is posing on a light-colored floor. She is wearing a black wide-brimmed hat, a black leather jacket, and black leather pants. She is lying on her side, propped up on her left arm, with her right arm raised and bent at the elbow. She is smiling and looking towards the camera.

Don't be afraid to go bold!

You can use this as an opportunity to make fashion choices that you wouldn't necessarily wear in real life.

You are encouraged to think outside the box!

Consider incorporating the following:

- Mixed textures (Shiny, furry, leather, translucent, etc)
- Accessories (hats, scarves, gloves, glasses, etc)
- Fabric with movement
- Statement shoes
- Statement pieces (puffer jackets, raincoat, furry vests, unusual dresses, etc)

MAKEUP

PLEASE DO NOT WEAR STAGE MAKEUP. Avoid looking overdone by aiming for a slightly pumped-up version of day to day makeup.

Eyes: Wear neutral eyeshadow, soft eyeliner, and loads of mascara. You can wear false eyelashes if you want, but please keep them light and natural. Kiss Trio Lashes are my favorite! Don't forget to define your brows (keep it lighter towards the center of the face and darker towards the tails).

Face: Use light foundation to even the skin and then use concealer for any spots that need extra coverage. If you want to contour, please don't go too crazy - keep it natural! Use blush and bronzer to add color back to the face and make sure to blend, blend, blend! Use powder to decrease shine.

Lips: PLEASE wear chapstick, lipgloss, or something moisturizing on your lips. You can add a soft, natural color with that if you wish.



MAKEUP/HAIR

HAIR

Please wear hair styled down or half up for this photoshoot. Please also straighten, curl, wave, or otherwise style your hair for a finished look. Avoid frizz and flyaways by using a smoothing product in the hair. You don't want the hair to look greasy, but you should use slightly more product than you would on a day to day basis.



BE PREPARED

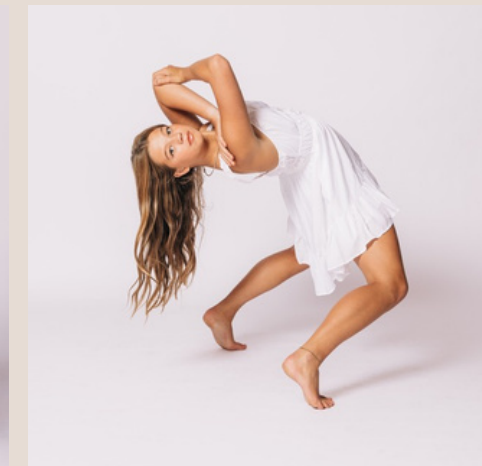
Please come with 3-4 pose ideas for each look. Dakota will help you perfect your poses to work in front of the camera on the day of the photoshoot.

BE REALISTIC

Focus on your strengths and do your best to find poses that make YOU look your best.

BE CREATIVE

Sometimes the best poses are the weird ones! Play around and take the time to experiment with some self portraits at home before the photoshoot to practice your angles.



POSING

INSPO

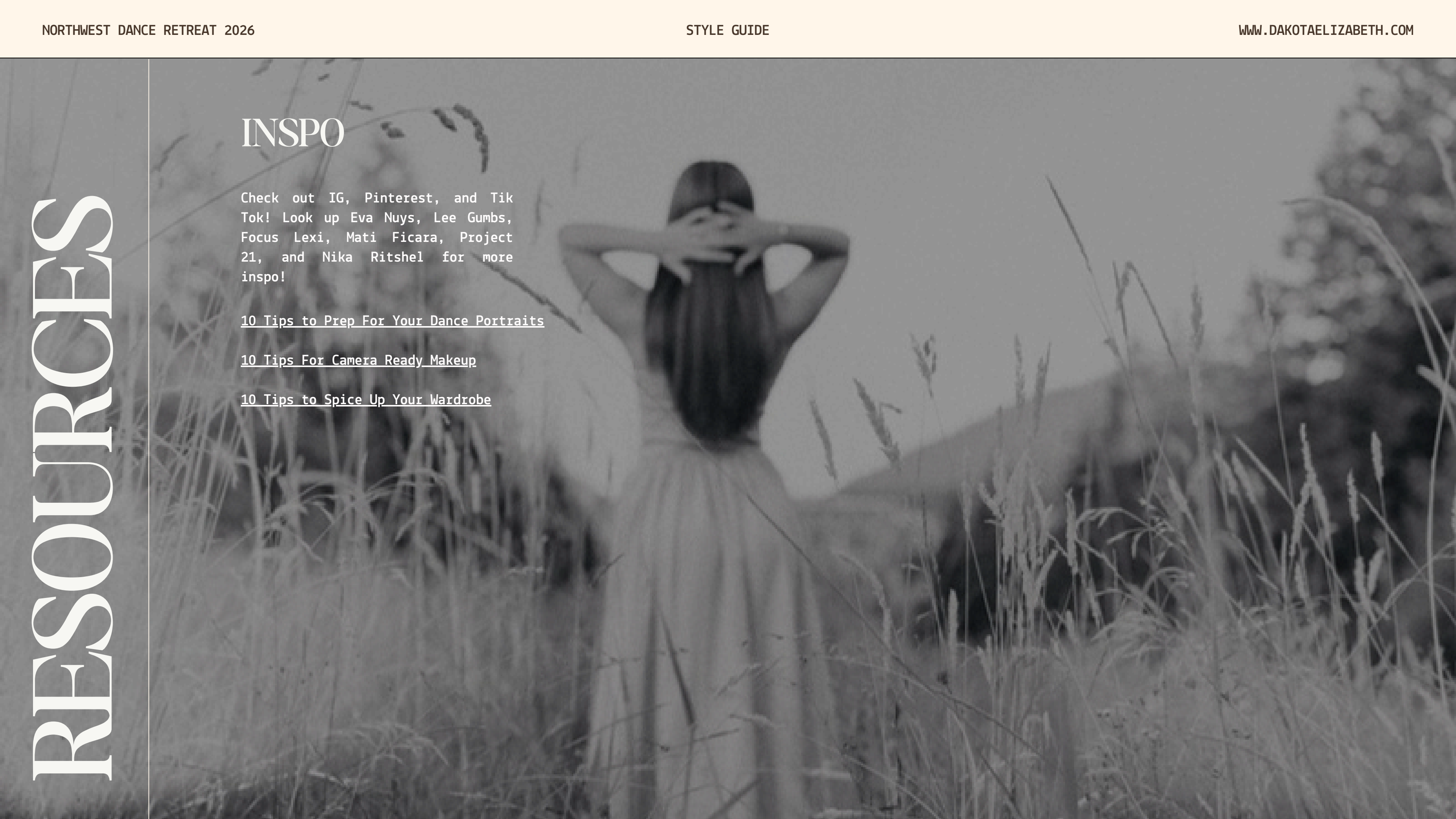
Check out IG, Pinterest, and Tik Tok! Look up Eva Nuys, Lee Gumbs, Focus Lexi, Mati Ficara, Project 21, and Nika Ritshel for more inspo!

[10 Tips to Prep For Your Dance Portraits](#)

[10 Tips For Camera Ready Makeup](#)

[10 Tips to Spice Up Your Wardrobe](#)

RESOURCES



GENERAL TIPS

- You don't want to feel rushed or stressed out. Take the time to prepare your outfits and everything you need a day or two before the shoot.

- Get enough sleep and drink plenty of water the day before your shoot, you'll look and feel your best!

- Practice your pose ideas before you arrive!

- Please give yourself enough time to fully warm up.





QUESTIONS?

425-891-3472
HELLO@DAKOTAELIZABETH.COM

@DAKOTA.ELIZABETH
WWW.DAKOTAELIZABETH.COM