



# HOW TO DRESS FOR A PROFESSIONAL PHOTOSHOOT

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The ultimate guide to styling  
by Sivana Atelier for Yanamy Photography

# HOW TO LOOK AND FEEL YOUR BEST DURING YOUR PHOTOSHOOT

Choosing what to wear to a photoshoot is an essential part of your preparation. The images captured to represent you as a professional deserve to be planned ahead of the session.

Dressing for the shoot doesn't have to be complicated; still, you want to show that you care about this occasion.

Please take a moment to plan your outfit to reflect your personality, and the brand or business field accurately.

Staying true to yourself and defining who you are is crucial.





# GETTING READY

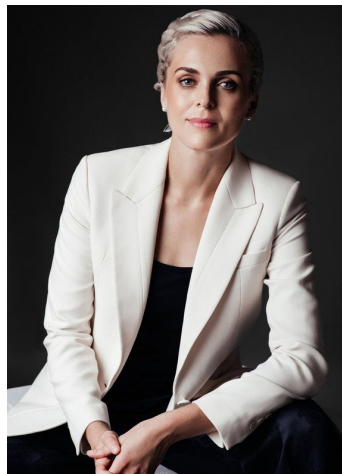
The headshot photo should send a message to your clients and business partners: you're efficient, aspiring, and ready to maximize your potential.

It is essential that you know your goals.

Do you choose to project assurance?

Pick the attire that has some substance and structure. A jacket is an excellent example of a framing garment.

Do you seek instead to demonstrate comfort and care?  
Dress accordingly, aim for a more casual look to express your emotions and personality.



# THE FUNDAMENTALS OF YOUR LOOK

Choose the right fit for your figure, leave behind clothes that are too tight or too loose.

Iron or steam your outfit thoroughly, put everything on the hangers to prevent wrinkling.

Choose solid-colored basics that easily complement each other.

When selecting the colors, stick to what works best with your skin tone.

Double-check that your outfit is neither overpowering your face nor washing it out.

The harmonious choice will support your features and will not draw focus away from you.

# NECKLINE

The neckline is an essential part of your outfit; this shape works like a frame for the face if chosen correctly. We want the neckline to draw attention to your features.

Taking into account your facial shape is a safe bet while choosing between the Round and V-shape neckline.

In general, Round shape is flattering next to rounded face features with dominating curved attributes. V-shape looks best next to angled and straight face features with dominating angular attributes.

Round necklines are elegant, timeless, and professional. This shape brings attention toward your face.

V-necks bring a casual vibe.





# CHECK THE NECK

Make certain the neckline area is neat: not busy or messed up. Long hair, a shirt or jacket collar, and jewelry sometimes clog this area.

If you chose to wear a collared shirt, pick the one made of quality fabric, firm enough to hold shape.

Mandarin collars often look unflattering and rustic. I recommend skipping this type of collar.





FLOWY



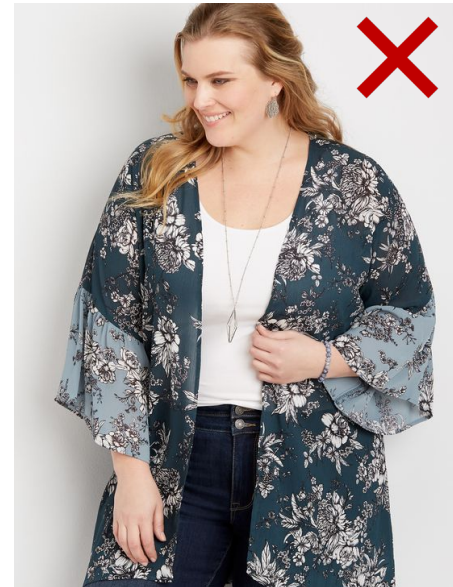


STRUCTURED



# BEST TO AVOID

- Noticeable patterns look good in the mirror, but won't look that way in a photo. Please stay away from any patterns. These types of designs can create annoying noise in photos. Stripes, plaids, florals, animal prints will create undesirable effects.
- I strongly suggest keeping clear of sleeveless tops unless paired with a jacket.
- Cardigans and jerseys are a no-no for your outfit. Instead of bringing feminine vibe, they will ruin your efforts, looking overly tight and wrinkly or too baggy and sloppy.







KNITS &  
JERSEYS



RUFFLES &  
VOLUMES



LOOSE  
FIT



PATTERNS &  
PRINTS



FLIMSY  
FABRICS

# UNDERCLOTHING CHECKLIST

Choosing your underwear is rarely a top concern, yet this part of the outfit is tricky. Try on the full look to check that:

- Bra straps and bra cup lines are not showing. Underclothing is invisible under the skirt or pants.
- A white bra will likely show through a dress or a top made of a thinner material. You might want to take a picture with a flash to ensure your bra is discreet.
- If you chose to wear tights, avoid black color, and pick the best match to your skin color. Your best tights are matte, nude, and give off the appearance of bare legs.





# WHY THE RULES?

The secret to a successful photoshoot is in the details.

How well you're able to pull everything together in a charismatic and alluring way is the difference between a photoshoot to reminisce and one to regret.

Think through the color combination, the fit of your clothes, the finishing accessories, and the shoes.

These recommendations are given for the crucial reason: to keep attention on your face and personality and not on your clothing.

I hope your preparation for the session won't make your life harder but instead give space to express your character.



# ABOUT ME

Anastasia Sivtsova, MFA in Fashion Design, creator of Sivana Atelier, couture designer, and expert stylist.

Armed with years of experience and with the latest styling techniques, I'm your reliable resource if you have questions or need fashion advice.

Working closely with your photographer, we will plan the theme and style of the shoot to make the photos represent you or your family in the best way.



# SERVICES

Preparing for your session should be fun and inspiring, with no stress involved. I'm here to help you look great when dressing for the photoshoot. I'll be happy to guide you through the options and provide a personal consultation.

The subjects I will address:

- the foundations of your look aiming to express personality and style
- your current closet, what to choose?
- accessory guidelines, how to elevate the look?
- how to maintain a degree of consistency between the garments and your appearance?
- how to use your contrast level match: are you a low, medium or high contrast person?
- colors complementing you and each other
- personal fitting and styling concerns



# CONTACTS

Feel free to reach me out to discuss  
your goals and getting a quote

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The logo for SIVANA ATELIER is displayed on a dark gray background. The word "SIVANA" is in a large, white, serif font, with a thin white line crossing through the middle of the letters 'V' and 'A'. Below it, the word "ATELIER" is in a smaller, white, sans-serif font, with wide letter spacing.