



capture love

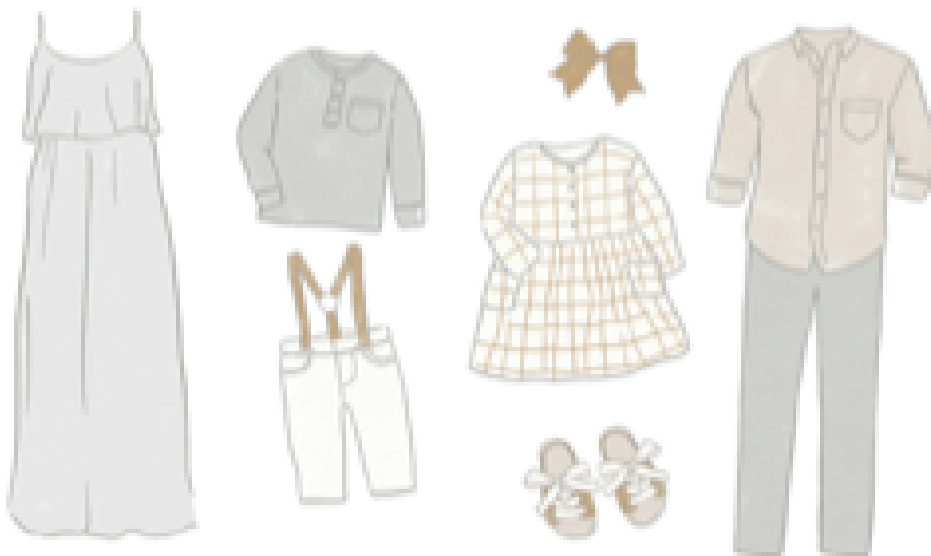
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danielle durand photography

what to wear for

# Style Guide

newborn family photos



# WHAT TO WEAR?

More than any other question, I am always asked by clients what they should wear to their newborn family session. What you wear sets the tone for your pictures, so choosing your outfits can be a daunting task, but it doesn't have to be! While every session is different, there are a few tried and true tips that I wanna share with you.

## 01 Always feel comfortable

The most important thing to remember is that your clothing should reflect your own personal style. You should feel comfortable and wear something that makes you genuinely confident and happy. If you feel good, you will look good! Choose clothing that gives you freedom of movement and won't require a lot of maintenance throughout your session.

## 02 Consider your home decor

When you are picking a color scheme please bear in mind that these colors will be the colors displaying on your wall so you would like your images match with the interior of your house.

## 03 Consider your location

Always keep your session location in mind when choosing your outfit. You don't want to blend with your background. If you want natural looking, relaxed images, dress in a way that's appropriate for your location. For example, if you're shooting your family photos down by the beach, then light summery clothes and bare feet will be perfect.

## COLORS, PATTERNS AND LAYERS

### 01 Pick the colors first

When you are picking a color scheme please bear in mind that these colors will be the colors displaying on your wall so you would like your images match with the interior of your house.



## 02 Start with one person first

My advice is to start with mom's outfit first. This will set the pace for the rest of the family's wardrobe. When you are choosing your outfit, try mixing it up with textures: tulle skirt, lace dress, a fur vest, denim jacket, scarves etc...



## 03 Choose classic over trendy

Think about choosing neutral, pastel colors and avoiding trends. Go for classic, timeless looks that will stand the test of time. The last thing you want is to look at your photos 10 - 20 years from now and question your fashion choices. I recommend staying away from logos, characters, or other selections that could date your portraits.

## 04 Layers, patterns and textures

Layers are one of the best ways to add a pop of color or a variety to your outfit. Consider throwing on a cardigan or jacket over a dress, add a scarf or throw on a belt. For the boys think blazers, hats, bow ties etc. Don't be scared of patterns and prints! They can work great in moderation. Patterns can make your wardrobe look less boring and add some interest! When choosing patterns, look for small simple patterns in soft or neutral colors. Stay away from loud patterns and as I stated before, please say no to character t-shirts etc. Textures are wonderful too! Think lace, ribbons, ruffles, crochet, and embroidery ... the possibilities are endless!

## 05 Accessorize

You can really play up an outfit and add personality and interest to your photos with accessories. Accessorize but keep it simple. Hats, scarves which are easily exchangeable can add touches to the photos. Fresh florals in a crown can be a really romantic touch for you and your girls as well.

Here are some other accessories to consider:-

bow ties-

bows and headbands-

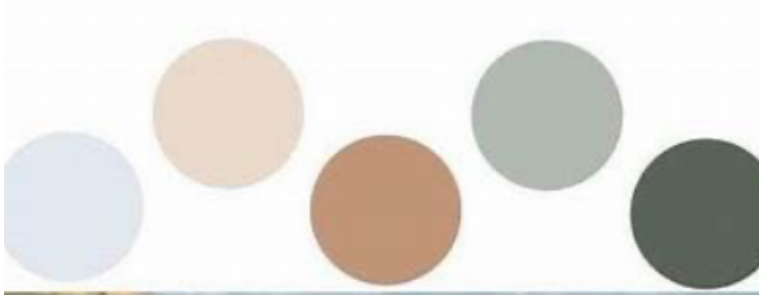
suspenders-

nee socks for girls-

necklace or bracelet for mom-

flower crown





"The secret to great style  
is to feel good in what  
you wear."

— Ines de la Fressange

# IT'S ALL IN THE DETAILS

## 01 Let's talk footwear

Shoes are a very important part of wardrobe and they make the whole look cohesive. Choose colors and styles that coordinate with the choice of your outfits. Steer clear of flip-flops, runners/sneakers, especially those that have bright colors in them, or shoes that are too worn out.

## 02 Hair and make-up

Professional hair and makeup is a splurge but it is a decision you will never regret. What better excuse to pamper yourself than a photo session? The more confident you feel with the way you look, the more relaxed you will be in your photos.

## 03 The details count

Check your finger nails, you do not want chipped nail polish because it can be seen. If you are wearing sandals, make sure you have a pedicure too. Please steer clear of bright colors. Remember to iron the outfits. You are investing time and money into a custom portrait session, take the time to ensure everything has been reviewed.

## 04 Just relax and have fun

I want you to have fun picking your clothes. Use resources like Pinterest or photography websites for examples you like of coordinated families. Once you pick out your clothes, relax! Sit back and enjoy your session! Remember to have fun! Take a deep breath and let me do my job!

## FAVORITE SHOPS

FOR MOM:-

Anthropologie-

Gap-

Nordstrom-

J.Crew-

Free People-

Zara-

FOR DAD:-

J Crew-

Banana

Republic-

Old Navy/Gap-

Nordstrom



# TIPS FOR DRESSING THE KIDS

## 01 Happy kids, happy photos

First and foremost make sure they like what they are wearing and that the clothes fit perfectly. They should also feel comfortable wearing the outfit you chose for them, especially the shoes. If your daughter doesn't like wearing dresses, don't force her to wear one for picture day. If your son thinks that suspenders or bow-tie is uncomfortable or silly, don't make him wear those. Happy kids make for happy photos!

## 02 Coordinate, but don't match

If you have multiple children, don't feel like you need to put them all in the same type of outfit. Mixing up the wardrobe pieces will bring a great visual interest to the photos. It also applies to everyone. Just avoid neon / very bright colors and character t-shirts etc.

## FAVORITE SHOPS FOR THE KIDS OUTFITS

Zara Kids-  
Baby Gap-  
H&M-  
Old Navy-  
Etsy

## neutral love



great for beach sessions or spring sessions in a garden.

## basic neutrals love



Basic neutrals add a little more oomph with color. You can use this look for fall sessions. This will also work well in open fields or a nature trail.

## earthy neutrals



You can use more color but preferably muted. Think matte greens, navy, muted burnt orange, and browns. I love these tones in wooded forests and open fields. They complement greens in trees or golden grassy fields.

## simple and classic



Simple and classic – has a slightly more structured look and therefore I prefer a more structured background. Think bricks, old buildings, maybe a small town main street.

## RICH TONES



Rich tones and more of a tailored look are great for more formal holiday sessions. This would be ideal to add in suspenders for boys, a little more jewelry for mom and a headband or bow in your daughter's hair. This look would be ideal in a downtown setting or a formal holiday setup in a studio.

## COLOR POP



This is also a great look for the holiday season but on a more relaxed tone. Can be used both in fall and winter. Incorporating layers and adding a few colors that coordinate and complement each other. This would be a good look for adding maybe a plaid shirt for dad as well if he doesn't like sweaters. If using plaid then that's where I would pull colors for everyone else.





## Overall tips ...

- Dress like yourselves, but at your best!-
- Look at the colors of your home-
- Go for more classic, neutral palette with a pop of color only.-
- Accessories are good, but remember less is more-
- Add some patterns but keep them minimal-
- Logos, character t-shirts are a NO!-
- Make sure everyone wears comfortable shoes, especially the kids.-
- Make sure your children feel comfortable in the outfits you chose for them.-
- Consider getting your hair & make-up done.-
- Ask for advice if you need it.





Thank you for downloading this complimentary What to Wear Guide.

I created this resource for my clients—and for any family in Calgary NW who feels unsure about how to dress for their family photo session. Whether we're shooting in the rolling hills of Nose Hill Park, along the Bow River in Bowness, or exploring the trails of Cochrane or Springbank, the right outfits make all the difference in creating timeless, authentic portraits.

Hi, I'm Danielle Durand—a Calgary NW newborn, motherhood & family photographer who believes that great style starts with feeling comfortable and confident. If you found this guide helpful and are ready to book your own session, I would love to capture your family's story.

Let's create something beautiful together.



Danielle Durand Photography  
Serving Calgary NW and the surrounding areas.

 403.383.5450



@capturelove\_by\_danielle



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