

Preparation

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PHOTOGRAPHY

YOUR PHOTO SESSION: What Women Need to Know

Outfits:

- Please bring several outfits to choose from: we can come out when you arrive to help you carry them.
- Open looks, like v-neck or shirts that can be unbuttoned, usually work best. Generally it is better to avoid stark white shirts: off-white is better if you want a light color. Avoid turtle necks, especially ones with dark colors as they optically cut off the head.
- Choose colors that flatter your skin tone. Solid colors usually bring the most attention to the face. Black jackets often look too serious and heavy, so bring an alternative.
- Consider also what you would like to express and what would look good on your website. Casual? Elegant? A variety? Think: first date in coffee shop to a sophisticated four-star dinner.
- Make sure the clothes are fitting well, not too tight or too loose. You want to give an idea of your body without overemphasizing it.
- Make sure you wear a good fitting bra that does not show through fabric, especially if you don't wear a jacket. Skin tone and smooth material is a good idea.
- Bring at least one pair of matching pants or skirt. Even when we are photographing headshots, an edge of the lower body might be included in the image. It also gives you a different feeling if you are "complete" in your outfit and don't have to hide anything.
- Most important, choose clothes that make you breathe and move freely, that make you feel good for yourself as well as in front of others.

Makeup and Accessories:

- Some make up is good, mainly to accentuate the eyes and the lips and to even out the skin tone. Avoid eyeliner or black under the eyes as it easily gets too heavy. Avoid

makeup with special sunscreens as they can throw off the camera. Please come prepared, so we can make best use of your time, but bring your makeup for adjustments.

- If you have the opportunity, sometimes the makeup counter at Nordstrom or Macy's can be a good place to get made up before the shoot.
- We can also provide a professional makeup artist who can also do basic hair styling: ask us about rates.
- Please bring a few accessories you like. It can give some color and style to the photo. Pearls often lighten up the skin tone. Whatever style you present should fit with your message, of course.
- Please allow yourself enough time as we will spend some time warming up. If possible, do not schedule anything immediately after your shoot, so you can stay relaxed. Also, if they apply to you, [please see](#) how to prepare for Company, Group, and other kinds of shoots.

Location:

Our [studio](#) is in Ballard is just a few blocks from the old one in a recently renovated multi-story brick building. We are now at 3060 NW Market St, Seattle, WA 98107 just on the corner of 32nd. Our ground-floor Market Street entrance is on the north side of the street: look for "3060" above the door.

Parking:

There is two hour free parking on the street, but only between 11:30 AM and 3 PM. Don't even think about parking there at other times during the day as the parking police are relentless. However, you can often find a space just around the corner on 32nd, and we have usually been able to find a space just one block up on 56th. If you are bringing a lot of clothes, let us know so we can assist you in carrying them.