

Tips for a Great Business Headshot or Portrait

CLOTHING

Clothing is one of the most important factors over which you have control regarding your business headshot or portrait. And, it is definitely *not* the focus. In a headshot or portrait, the focus is on your face and expression. Your clothing selection is actually secondary. Here are our recommendations:

- Dress in the fashion which you feel best represents you and/or your company brand.
- For a formal business headshot, dress as you would if you were making a presentation to your most important clients or associates.
- For a more casual headshot or if your culture is more relaxed or informal, consider selecting clothing that looks classy, upscale or smart – maybe a blazer or a sweater over a collared shirt or blouse.
- Wear long-sleeves – no sleeveless or short-sleeved shirts/blouses.

Men should wear a well-fitting solid-colored dark suit that is pressed and white or light-colored shirt and a dark tie.

Women should wear a well-fitting solid-colored suit and a light-colored blouse. Select clothing that falls well on your shoulders and flatters your neckline.

- Darker shades are more flattering and slimming and, remember, black is not always the best color.
- Navy, charcoal/dark-gray, chocolate, forest green, deep teal, eggplant or rich caramel are colors that work well. If you are not sure which colors flatter you best, then wear the color most prominent in your eyes.

AVOID

- Wearing bold stripes, plaids, checks, dots and prints. They are usually too confusing to the eye and do not photograph well. Patterns are fine, as long as they're not too distracting.
- Light colors that approximate flesh tones such as beige, tan, peach, pink, white, and yellow as your outer garment (e.g., jacket, blazer, sweater).
- Solid black which will photograph flat and lacks detail and dimension.
- Wearing a light-gray suit or turtleneck.
- Consider avoiding red.
- Sleeveless or short-sleeved shirts (they detract from your face).
- Loud ties and flashy jewelry which divert attention from your face. Stick with simple and elegant.

HAIR & MAKEUP FOR WOMEN

- Our best recommendation is to engage with one of our hair and make-up artist referrals familiar with how to enhance your natural look for a photographic portrait (not make you look like someone you don't recognize!) – even if you don't typically wear make-up. These experts know how to blend your skin tones for multiple lighting and clothing options and arrange your current hairstyle to flatter your face.
- If you decide to apply your own make-up, do so as if you might for a formal evening out. To keep the skin free of shine, use a matte foundation, and translucent powder appropriate for your skin tone.
- If you “never wear makeup,” please consider applying some for your photo session to even out skin tones, eliminate shine and give your face some subtly-enhanced color.
- If you are doing your own hair, remember to bring some of your hair product with you to your session (e.g., hair/volumizing spray, dry shampoo or gel – whatever you typically use), a hair brush or comb and your blow dryer.

GROOMING FOR MEN

- We recommend that you consider engaging a hair and make-up artist as well, or at least allow an application of translucent powder to keep the skin free of shine.
- Shave early in the day to let any razor-burn dissipate and allow nicks to heal before the shoot.
- For a late-day portrait session, if you have a heavy beard, a touch-up shave at mid-day is recommended, especially to mitigate five-o'clock shadow.
- Don't cut your hair the day before your shoot! It will look like you just got a haircut.

GLASSES

- If you wear glasses most of the time, it's recommended that you wear them for your portrait.
- Because of reflections, you may want to learn how to pop your lenses out of your glass frames or bring a frame without lenses if that is possible. If none of these options are possible, we'll have you turn your face in different directions to mitigate the reflections that glasses often have.

SMILE OR NO SMILE – WHAT MESSAGE DO YOU WANT YOUR PHOTO SEND?

- Who is “your audience?”
- What message are you trying to get across?
- Smile from within! Think of how you would look if you just ran into a great friend on a nice sunny day at the beach.

And, FINALLY... The most important thing is to be ready to have fun!