

Miriam Njogu Photography

Style guide: what to wear for your family session

The most important rule? **Be yourself.** If you never wear a floral dress in real life, don't wear one for the shoot! You want to look back at these photos and recognise yourselves.

1. The "Golden Rule": coordinate, don't match

Instead of everyone wearing a white T-shirt and jeans, choose a palette of 3 to 4 colours that work well together. This creates a cohesive look without everyone wearing the same clothes.

2. Choosing colours for your location

Think about where we are shooting. We want you to stand out against the background, not blend into it.

Select colours based on where your photo shoot will take place.

Location	Recommended colours
Autumn or woodland	Rust orange, mustard, navy or forest green Complements the changing leaves and earthy tones.
Spring or meadows	Sage green, soft pink, cream or light denim Feels airy, fresh, and soft.
At home or indoors	Neutrals, grey, oatmeal or soft blue Keeps the focus on your faces and connection.

3. Fabrics and layers

Use different textures to add depth to your photos. Examples include:

- wool or chunky knits
- linen
- denim
- corduroy

Layers such as cardigans, gilets, jackets or scarves are useful and can add interest. They allow you to change your look quickly and stay warm if the weather changes.

4. Items to avoid

To ensure your photos look professional and timeless, do not wear:

- large logos or brand names
- clothing with cartoon characters
- neon or very bright colours, as these can reflect onto your skin
- very thin, close-together stripes, as these can cause visual distortion in digital images
- transition lenses that turn dark in the sun

5. Footwear

Choose footwear that is practical for the location.

- Use leather boots, clean trainers or loafers for most outdoor settings.
- Avoid high heels if we are walking on grass or uneven ground.
- The "Welly" Exception: If it's a rainy-day adventure shoot, colourful wellies can actually look brilliant!

6. Comfort

Ensure childrens clothing is not itchy or restrictive. They will let us know (usually via their faces). Make sure everyone has tried on their outfit at least once before the day of the shoot

How to start planning

1. Choose an outfit for one person first (often the mother).
2. Build the rest of the family's outfits around those colours.
3. Lay all the clothes out on a bed together to see if the colours and textures coordinate.

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Questions about any of the above? Feel free to drop me a WhatsApp msg 07855 498 660