

@HaileyRaePhotos

the Style Guide designed for you



The Hailey Rae *Style Guide*

INSPIRATION, TIPS, AND SECRETS FOR
UPGRADING YOUR PHOTOS REVEALED



I'VE CREATED THIS GUIDE WITH YOU IN MIND

FOR THE BUSY ONES

Easy, straight to the point style tips to instantly transform your photos

LET'S FACE IT.

WE LEAD BUSY LIVES. THE ADDED STRESS OF MAKING WARDROBE, MAKEUP, AND LOCATION DECISIONS CAN BE OVERWHELMING. THIS GUIDE WILL GIVE YOU THE CONFIDENCE YOU NEED TO MAKE THOSE DECISIONS. WHAT'S MORE, YOU'LL BE EXCITED AND READY TO ROCK YOUR SESSION!

ALL YOU NEED IS A LITTLE EDUCATION & INSPIRATION.



DETERMINING YOUR

DREAM LOCATION



LET'S TALK

Location

Locations can make or break a session. That's a lot of pressure, so how do you determine the best spot? Below are the top questions to consider when picking a spot worthy for your session time

Do I have a style/theme/vibe in mind?

Is there a location that is particularly important to me?
(first date, proposals, go-to spot)

Seasonally, am I ok with warm/cold temperatures?



Location ideas that aren't your momma's Mall Studio Backdrops



DREAM LOCATIONS



GOOD VIBES & LOCATIONS

ON THE WATER

Session with a canoe, photos by the shore, or waterfall explorations

FARM & COUNTRY

Apple picking, pumpkin patching, smoke colors, woodland themes

CITYSCAPE

Cherry blossom festival, downtown historic cities, flowy dresses & old architecture

PARK

Picnics, dog walking, flower meadows, and gardens

MOUNTAINS

Vast views, rocky structures, skylscapes

HOME

Comfy cozy vibes, pillow forts, kitchen floors, intimate sessions

A woman with long brown hair, smiling, is walking through a series of tall, white, classical columns. She is wearing a white dress with a vibrant floral pattern in red, blue, and green. A long white sash is draped over her shoulders, featuring a blue circular emblem with a key. She is also wearing red high-heeled sandals. The background shows a bright, hazy sky through the opening of the colonnade.

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UNIQUE PHOTO SPOTS IN THE DMV

1. Annapolis waterfront/
Quiet Waters Park
2. Shenandoah Valley
3. Georgetown
4. D.C. Memorials
5. Sherwood Gardens

*"But what would
I wear?!"*

-THE GRINCH



LET ME SIMPLIFY IT...

MAYBE THE GRINCH WAS A BIT DRAMATIC...

DO

- Match the style to the location
- Determine a main color & an accent color that compliment each other
- Soft, neutral tones - they bring attention to your face
- Styles that flatter your figure & are comfortable
- If wearing heels, bring an extra pair of comfy shoes along
- Add interest with layers and statement pieces such as outfits that flow or have texture
- Dress up!

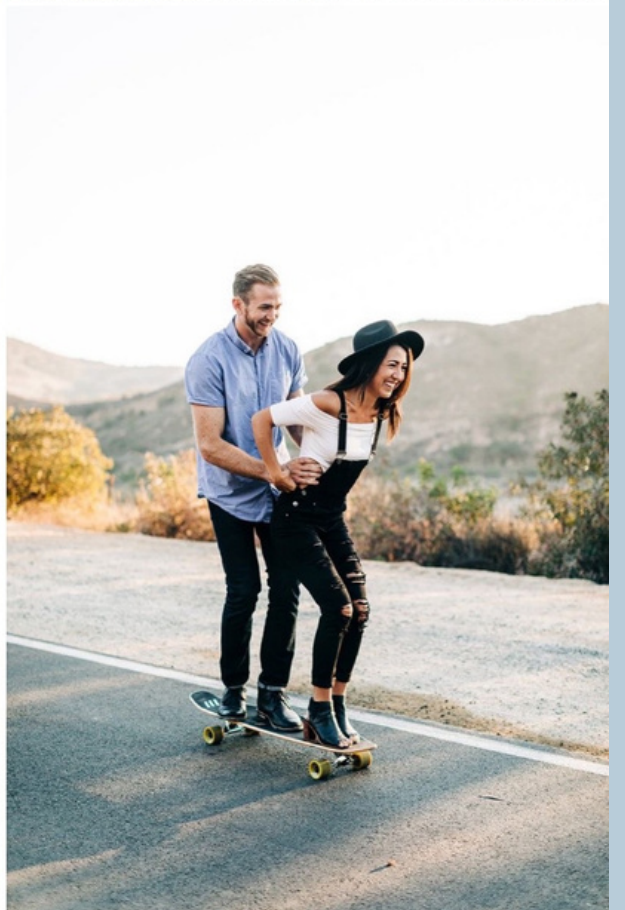
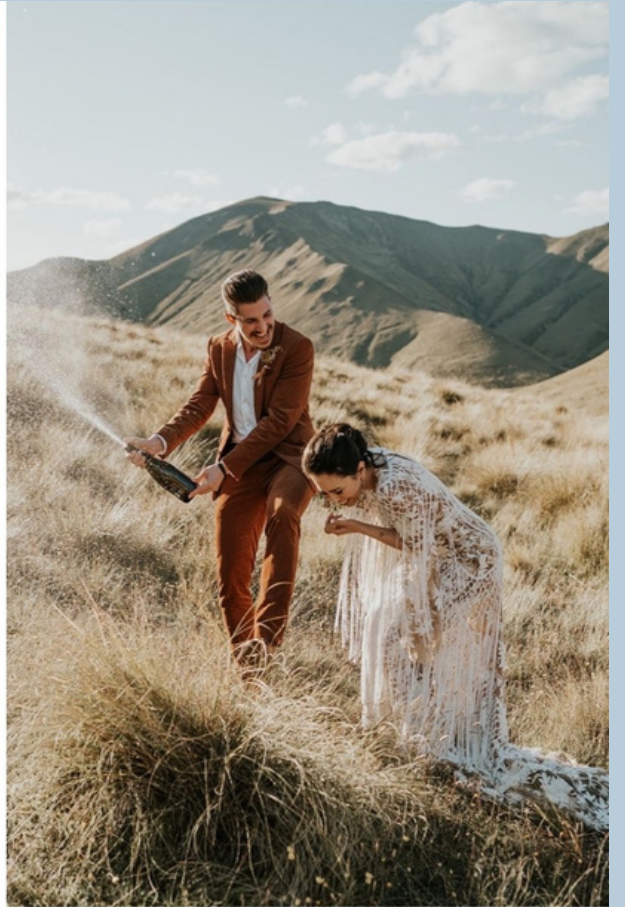


Inspiration,
please



FOR SOME

VISUAL INSPO...



More ideas [here](#)

WHAT TO AVOID

DON'T

- Avoid too many patterns – this can be distracting

- Avoid dressing everyone in the same exact outfit. Coordinate, don't match

- Avoid large logos

- Don't forget to check weather! Comfort is a key factor & a strapless dress in December is not going to feel great

- Avoid baseball caps or anything that will take away from seeing your face clearly

- Avoid matching T-shirts and jeans, I know it seems an easy route, but we want this session to be more than a casual session



LET'S TALK

FAQ's

Should I wear makeup?

Makeup can enhance your features for the camera, and something I do recommend. If you don't want to mess with it yourself, I have a list of professionals I highly suggest. If you're getting married and have a stylist picked out, talk to them about a trial run for your wedding day- that way you can test out styles.

Should I consider props?

If you're looking to add a little extra to your session, I have some recommendations for you! Flowers, balloons, blankets, hats, champagne, colored smoke, and confetti can be a fun addition to any session.

Any tips for sessions with kids?

Kids have a much shorter attention span, which is why I tailor my family sessions accordingly. Bring snacks, their favorite book or stuffed animal and we will roll with the moods. My favorite photographs of children will always be the candid ones.

HAILEYRAEPHOTOS@GMAIL.COM

QUESTIONS SUGGESTIONS RECOMMENDATIONS

I'M AN EMAIL AWAY



WWW.HAILEYRAEPHOTOGRAPHY.COM