



# What to Wear Guide

Casual & Formal Styling Guide

By Selina Kozub



Selina  
photography

# Let's Style Your Shoot

I know there is a lot of stress around making sure that you have the perfect outfits for your photoshoot, which is why I've partnered with some of my favorite local vendors to make this the best experience from start to finish.

In this style guide I am going to tell you what you need to know to put together outfits that not only work together and photograph well, but are also comfortable and reflect your style and personality.

Whether you want to dress up or dress casual, these vendors have created exclusive offers for you, or you can re-create styles with your own clothing based on the examples in this guide.



# What Fits

First you need to decide if you want your photos to have a more casual or formal feel. Either way, the most important thing is that you're comfortable.



## Casual

It is VERY simple to put together the entire families casual outfits with the local BrokBoys clothing line. They will become your new favorite clothes.

## Formal

Start by finding the perfect formal outfit for mom from GlamLend Dress Rentals, and then coordinate everyone else's style to hers.

# Style Team

Selina Kozub  
Photographer

Jennie Brokman  
Owner of BrokBoys

Alyssa Regeir  
Owner of GlamLend



# What We Want

When selecting pieces, earth tones and pastels are the most complimentary to skin tones. Once you've decided on a colour scheme that you like, try including different tones of those colours, along with a combination of textures and neutral accents.

Adding accessories like a hat, robe, shawl or belt can really pull the outfit together. Each member of the shoot should be dressed individually, wearing things that compliment the overall style of the session but don't replicate each other.

Movement is the element that brings magic into photography, so flowing, layered dresses are ideal.

# What We Don't Want

Please do not wear logos, busy patterns, neon, bright red, tennis/skate shoes, dresses too short to sit comfortably in, or any clothing that restricts your range of motion.

It is better to have free flowing clothing, than clothes that bulge or are too tight. Comfort is the key to confidence, which we all know is the key to looking our best!



# Casual Combos

The best way to make casual clothes look stylish, is to mix and match the colours among the members of the session. Add layer and fun accessories, like hats or jewelry, to create the esthetic that reflects your own style.

When deciding on jewelry, less is more. Choose one or two pieces that work well together to dress up any look.

Men look best in a pair of light pants, avoiding blue jeans if possible because those tend to be stiff and we like to do a lot of moving during our time together. Give dad a neutral t-shirt, with the option of a button up to allow for movement.

My favorite thing for little one's are rompers or overalls, but there are a lot of cute outfits for little one's out there.



@megosburnphoto



@kerrylawrencephotography



## Start with Mom

Once Mom knows what she's going to feel amazing in, it'll be much easier to organize everyone else's looks. Whether you want your photos to be more casual or formal, comfort is key for the tiny humans. If they can't play comfortably in their outfit, change it up until they can.

# Formal Combos

Moms outfit will set the esthetic of the photos so the more dressed up mom is, the more dressed up everyone else will look.

The longer and more flowing the dress, the more formal it will look in the photos so don't be afraid to wear something that you feel you'd never wear. These sessions are a chance to try something new, and to see how fun it can be to explore new styles. There's nothing to lose when renting from GlamLend Dresses!

The men look great in button up shirts, with either light bottoms and dark top, or vice versa. Then find something in the same colour scheme but different tones, for the little ones.



## Shoes Are Important

A FAQ is if shoes will be visible- the answer is yes. The most important thing is that shoes are comfortable. I prefer flip flops or slip ons over running shoes, and flats over heels. If you can't walk comfortably, we're not going to be able to get a lot of shots in the moment.

Often at beach sessions I will ask you to take your shoes off for some photos because it compliments the setting so well.



# Exclusive Discount

Selina Photography clients have an exclusive 15% off any BrokBoys merchandise when using code SELINABROK at BrokBoys.com



Still haven't found  
the perfect pieces?



## Check out these other online options



Using the information in this guide, you can put together beautiful, flowing outfits, with complimentary colours, layers, and mixed textures, at the following websites.

Jen's Pirate Booty-  
[jenspiratebooty.com](http://jenspiratebooty.com)

Free People-  
[freepeople.com](http://freepeople.com)

Sacred Wear-  
[aya.eco](http://aya.eco)