



# STYLING TIPS FOR BUSINESS HEADSHOTS

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## COLOUR

- Think about your branding colours
- Plain colours are your best choice
- Patterns or prints distract and date your photo. Choose mid-tone colours in blue, green, wine and purple (universally flattering)
- Avoid wearing tops in flesh tones (cream, beige, pastels, peach or yellow) as they will blend your face into your clothes

## NECKLINE

- V-neck is universally flattering because it lengthens the neck and displays the décolleté
- Opt for blouses with sleeves
- Fine to medium gauge knits work really well too because they introduce textural interest.
- If you choose to wear a jacket, pair it with a collarless top
- Crisply ironed shirts frame the face really well too

## JEWELLERY

- Use jewellery that you feel most comfortable wearing
- Choose simple earrings and necklaces - they keep the focus on your face and eyes

## POSE

- Turn one shoulder closer to the camera so your body is at an angle
- Practice in front of the mirror few days before the shoot

## SMILE

- Key to a great business headshot is your smile. It might take you a few moments to relax in front of the camera
- Once you're comfortable, stare straight down the barrel of the lens and think of something/someone you love. That feeling will show up as beautiful smile and in your eyes