
WHAT TO WEAR FOR YOUR HEADSHOT SESSION



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8

INSPIRATIONAL
OUTFIT TIPS FOR
SUCCESSFUL
WOMEN WHO WANT
TO SHINE ONLINE



Don't know what to wear for your headshot session? Here's your complete guide to what works and what doesn't, based on over two decades of photographing women.

LOOK & FEEL FABULOUS IN FRONT OF THE CAMERA!

Hello! I'm Anna, a professional headshot and personal branding photographer, based in Guildford.

If you're contemplating having some headshots taken, but are confused about what outfits to wear, then this guide is for you! All of the women featured are actual clients - not models.

Wearing the right clothes is so important to ensure that you love your photos, but sometimes it can be difficult to know what to choose.

The following 8 tips are all based on my 20-plus years of photographing women, and have been tried and tested by me and my clients. I hope you find them helpful!

Anna

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01 PLAIN, NOT PATTERNED

THE FOCUS SHOULD BE ON YOU

I love prints and patterns, but for your main item of clothing, choose a plain, solid colour. A headshot is quite tightly cropped, and for platforms like LinkedIn, you really need the viewer's eye to be drawn to your face instead of being distracted by busy stripes, spots or florals.



02 BYE BYE BLACK (AND WHITE)!

CHOOSE VIBRANT COLOURS THAT CONTRAST WITH YOUR HAIR AND SKIN TONE

Large areas of black worn close to your face can be very draining. Because it absorbs light, black also creates a solid, blocky shape that lacks detail, so it's best avoided. A small amount showing beneath a colourful jacket is fine - or opt for navy instead.

White doesn't photograph well in headshots - it's highly reflective and, if you have fair skin, can lead to a washed-out look. Even with darker skin tones, I wouldn't recommend it as your main choice. Again, as with black, it can be worn underneath another colour.



03 THE RIGHT NECKLINE

KEEP IT SIMPLE



With the focus on just the top part of your body, keeping necklines simple is essential. So round necks, shallow v-necks or a shirt with a collar are all good choices.

A v-neck top or a jacket that can be buttoned at the top to create a v, both also help add length: either of these make good choices if your face is rounder or you have a curvy body shape.

It's best to avoid any of the following:

- Turtlenecks **X**
- Polo necks **X**
- Anything asymmetrical **X**
- Wide, scooped or plunging necklines. If it's too low cut, by the time the photo's cropped for LinkedIn, it could give the impression that you're not wearing anything! **X**
- Frills or bows **X**

04 WELL FITTED, NOT LOOSE

FOR STRUCTURE & SHAPE



Loose garments add unnecessary volume; well fitted ones give definition.

It doesn't matter if you're curvy or lean, an outfit that fits you well (it shouldn't be tight or gaping) will always be more flattering and create a much better effect in a photo.

Floaty or billowy garments can make people look larger than they actually are, especially if you're only able to see their top half. So whether you choose a jacket, dress, shirt or t-shirt, make sure it's well cut for your body shape.

05 JACKET STYLES

SMART, CASUAL OR SOMEWHERE IN BETWEEN?

A great jacket adds structure to your upper body, and teamed with the right top, the contrasting layers give an extra touch of style and interest to your headshots. I'll often photograph my clients with and without a jacket to give them different options.

Depending on your job, you might opt for something formal, like a well-tailored jacket, or a more casual style. Blazers and leather jackets both look fabulous, as you can see from these examples.



06

CHOOSING THE RIGHT SLEEVE LENGTH

IT'S UP TO YOU, BUT READ ON!

It really depends, but generally speaking, I advise my clients to wear long sleeves for shots where they don't wear a jacket. Long sleeves will always work.

Short sleeves can create too abrupt a transition between the fabric of your outfit and your skin, especially as only your top half is visible.

I know, too, that lots of women are sensitive about having their upper arms on show. But if you have a short-sleeved top that you really love, then by all means bring it along!



07 ACCESSORISE IT

SCARVES & JEWELLERY - THE FINISHING TOUCHES

Some well chosen accessories will top off and complete your outfit.

Choose a timeless piece of jewellery or a scarf - as you can see here, prints aren't completely off limits, as long as they add to the overall look and don't overpower the rest of your outfit.





08 CHOOSE THE RIGHT BRA

ONE THAT GIVES A SMOOTH OUTLINE

Wearing the right bra is vital to ensure it doesn't show through the fabric.

Choose a smooth texture and a little padding, to give a good silhouette. Very lacy bras can create an uneven surface underneath clothing. T-shirt bras are ideal, and remember that a white bra underneath a white or pale top will show!

INTERESTED IN BOOKING?

I hope you've found this guide helpful.

If you're interested in booking a headshot session with me, then I'd be delighted to chat with you, as a first step, to find out more about you and the sort of photos you'd like.

There's absolutely no obligation to book, so please don't worry about feeling pressurised in any way - I hate being sold to, don't you?

Schedule a 100% no-obligation, non-salesy consultation call with me.

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PHOTOGRAPHY

