

Seven Fashion Rules

that are worth following for your photo shoot

01

Balance: If you're showing lots of leg be more discreet on top and vice versa. EG 1 short dress with high neck and/or long sleeves
EG 2 strapless long dress.

02

If you want to wear more than one black item, make sure your blacks match – yes really. Check your blacks in natural light and you may be surprised that they are not the same tone of black.

03

This one is so easy ... when wearing a dress make sure it doesn't stop mid-calf (the widest part of your calf).

04

No athletic shoes with jeans or smart casual outfit – opt for fashion sneakers, Converse, Vans or the like but save the athletic shoes for your athletic wear.

05

Just because you're older, you don't have to dress "older". If you inject a little bit of current style into your outfit you will look so much more put together and up-to-date. For a quick lesson on style visit Shea Whitney or Beth Djalali (*style at a certain age*) on YouTube.

06

When in doubt, black, white and camel always look good together.

07

Don't pair loose with loose. Instead choose loose on top with tight on bottom or vice versa EG 1 wide leg or baggy pants with a fitted top EG 2 if you're wearing a loose, baggy or flowy top opt for tight/ fitted pants.



Tips collated by Juniper Berry Photography for her photography clients