

What to Wear and Not to Wear on Camera:

A Complete Guide for Nervous Clients

Are you unsure about what to wear for your photoshoot? Don't worry—we've got you covered! This guide breaks down what works and what doesn't so you can step in front of the camera feeling confident and prepared. By the end, you'll know how to dress for success in any photoshoot.

What to Wear

Choosing the right outfit can do wonders for your confidence and help the camera capture your best self. Thoughtful clothing choices ensure the focus stays on your message and personality.

1. Comfortable and Practical Clothing

- **Why This Matters:** Comfort is key to confidence. Outfits that feel restrictive or need constant adjustment can make you feel self-conscious.
- **Pro Tip:** Choose clothing that allows for natural movement without appearing too loose or baggy. Tailored fits offer a structured yet comfortable look.

2. Colors That Work Well

- **Soothing Colors:** Greens, blues, roses, and violets create a calming effect and are universally flattering.
- **Fun Colors:** Reds, yellows, and oranges can add energy and vibrancy when used thoughtfully.
- **Neutral Options:** Grays paired with medium colors strike a balance between boldness and subtlety.
- **Why This Matters:** Colors set the tone for your photos. Overly bright or neon shades can distract from your expression and message.
- **Pro Tip:** Test your chosen colors under the lighting setup to see how they appear on camera. For darker skin tones, jewel tones like emerald green or deep purple can be particularly stunning.



3. Align with Your Brand

- **Why This Matters:** Your outfit should reflect your business values and resonate with your target audience. If you're filming for personal branding, consistency is key.
- **Pro Tip:** Logo-branded clothing or attire that aligns with your industry can reinforce your brand identity.

4. Clothing for Microphones

- **Why This Matters:** Proper microphone placement is crucial for clear audio. Certain outfits make attaching lavalier microphones easier.
- **Pro Tip:** Opt for button-up shirts, jackets, ties, or scarves. Avoid plain t-shirts, as they can muffle audio.

5. Backup Options

- **Why This Matters:** Having spare outfits ensures you're prepared for mishaps or multiple videos.
- **Pro Tip:** Keep versatile pieces like a blazer or scarf on hand to quickly change your look.

6. Test Clothing in Advance

- **Why This Matters:** Lighting can highlight wrinkles, stains, or poorly fitting clothes. Preparing ahead saves time and stress.
- **Pro Tip:** Take a test photo or video in your chosen outfit to check how it looks and feels on camera. Additionally, move around to ensure the clothing doesn't wrinkle or shift awkwardly during natural movements.

7. Stay Cool and Presentable

- **Why This Matters:** Studio lights can be warm, and looking composed under pressure helps you feel confident.
 - **Pro Tip:** Choose breathable fabrics like cotton or linen blends to stay comfortable.
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What Not to Wear

Making the wrong wardrobe choices can negatively impact the final product, drawing attention away from your message or creating distractions that detract from the overall professionalism of your video or photos.

1. Problematic Colors

- **Black:** Can blend into dark backgrounds and look overly dramatic.
- **White:** Often too bright and creates a glowing effect under lights.
- **Bright/Neon Colors:** Distract from your expression and overpower the frame.

2. Patterns and Textures

- **Why This Matters:** Fine patterns (like stripes or small dots) can create a "moiré effect," distorting on screen.
- **Pro Tip:** Opt for solid colors or larger, subtle patterns.

3. Jewelry

- **Why This Matters:** Reflective pieces catch studio lights, and heavy jewelry can create noise if it rubs against microphones.
- **Pro Tip:** Choose simple, non-reflective accessories that complement your outfit.

4. Glasses

- **Why This Matters:** Bright studio lights can reflect on lenses, obscuring your eyes and creating distractions.
- **Pro Tip:** If you must wear glasses, use anti-reflective lenses or adjust lighting angles to minimize glare.

5. Overly Tight or Heavy Clothing

- **Why This Matters:** Restrictive outfits can limit movement, while heavy fabrics may cause overheating under lights.
- **Pro Tip:** Wear layers that are light and functional to stay comfortable.



6. Distracting or Unprofessional Choices

- **Why This Matters:** First impressions matter. Outfits that don't align with your message or brand can undermine your credibility.
 - **Pro Tip:** When in doubt, lean toward timeless, classic styles over trendy or casual options.
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Additional Tips for Success

- **Avoid Large Logos or Brand Names:** These can distract from the subject or date the content, making it less timeless and professional.
 - **Coordinate with Backgrounds:** Make sure your outfit contrasts appropriately with the shooting background to avoid blending in.
 - **Footwear:** Even if it's out of frame, shoes affect your posture and confidence. Wear comfortable, professional footwear that matches your outfit.
 - **Makeup and Hair:** Use matte makeup to avoid shine under bright lights, and keep your hair styled neatly but naturally.
 - **Fabrics to Avoid:** Shiny fabrics like satin can reflect light, and thin fabrics may appear see-through under bright lighting.
 - **Practice Posing:** Wear your outfit while practicing poses in front of a mirror to ensure it complements your movements.
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Quick Checklist

- **Comfort and Fit:** Is your outfit comfortable, practical, and tailored to fit well without being restrictive?
- **Colors and Patterns:** Have you tested your colors and patterns under the lighting to ensure they look flattering and professional?
- **Brand Alignment:** Does your clothing align with your personal or business brand and the purpose of the shoot?
- **Accessories:** Are your accessories simple, non-reflective, and unlikely to distract or interfere with the shoot?



- **Movement Test:** Have you tried moving around in your outfit to ensure it stays in place and looks good from all angles?
 - **Fabric Reflection Check:** Does your fabric avoid shine or reflectivity that might interfere with lighting?
 - **Confidence Factor:** Do you feel great in your outfit? Confidence will shine through in your photos and videos.
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By following this guide, you'll be ready to step in front of the camera with confidence and style. Whether it's your first time or your fiftieth, dressing thoughtfully will ensure your photos and videos look polished and professional. Remember, preparation is the key to success!



