

# SPRING/SUMMER

*style guide*





# LET THE *fun begin*

Welcome to our Spring/Summer Style Guide, crafted with care to ensure your upcoming photoshoot captures the vibrant essence of the season.

With the arrival of warmer weather, it's time to embrace lighter fabrics, bright colors, and playful patterns that reflect the joy and energy of spring and summer. Our guide will walk you through the latest trends, offering tips on how to mix and match pieces for a fresh, chic look.

Whether you're aiming for a casual, bohemian vibe or a sleek, sophisticated appearance, we've got you covered. Let's create stunning images that not only celebrate your unique style but also highlight the beauty and warmth of these sun-kissed seasons.



A well-organized closet with hanging clothes, shelves with boxes, and a basket. The closet is filled with various items, including coats, dresses, and bags, all neatly arranged. The background is a warm, neutral color, and the lighting is soft and even.

# MY BEST *Tips*

## 1. Coordinate, Don't Match

- Aim for complementary colors rather than everyone wearing the same thing. Choose a color palette with 2-3 main colors and have each person wear shades within that range.

## 2. Consider the Setting

- Neutral and soft colors, like whites, pastels, and blues, work well with the natural beach environment. Avoid overly bright colors that may clash with the surroundings.

## 3. Comfort is Key

- Choose lightweight, breathable fabrics that are comfortable to wear in potentially warm and breezy conditions. Blended non-wrinkled fabrics are best.

## 4. Avoid Busy Patterns

- Stick to solids or subtle patterns. Busy patterns can be distracting and may not photograph well. Stick with one pattern per family.



A background image of a well-organized closet. It features hanging clothes on gold-colored hangers, shelves with woven storage boxes, and a large woven basket on the floor. The overall aesthetic is clean and minimalist.

# MY BEST *Tips*

## 5. Footwear Choices

- Barefoot is a classic choice for beach photos, but if footwear is preferred, opt for sandals or flip-flops that match the casual beach vibe.

## 6. Layering

- Light layers, such as cardigans or scarves, can add depth to the photos and be practical for a cooler breeze.

## 7. Accessorize Thoughtfully

- Simple accessories, like hats or sunglasses, can add character but shouldn't overpower the outfit. Avoid bulky or distracting jewelry.

## 8. Avoid Logos and Graphics

- Clothing with large logos, graphics, or text can detract from the timeless quality of the photos.





# MY BEST *Tips*

## 9. Consider the Weather

- Have a plan for wind and sun. For windier days, consider hair that can withstand the breeze and avoid overly flowy garments. For sunny days, consider bringing hats or sunglasses for protection.

## 10. Bring Extra Clothes

- Accidents happen, especially with children. Bringing a change of clothes can be helpful in case of unexpected spills or wet clothes from water play.

## 11. Reflect Personal Style

- Encourage each family member to wear something that reflects their personality and style, within the chosen color palette, for a more authentic and comfortable look.

## 12. Plan Ahead

- Lay out the outfits together before the shoot to ensure they coordinate well and there are no clashing elements.



# COLOR PALETTE

*neutrals*



NEUTRAL TONES OFFER A TIMELESS AND ELEGANT LOOK THAT COMPLEMENTS ANY SETTING, MAKING THEM A POPULAR CHOICE FOR PHOTOSHOOTS. COLORS LIKE BEIGE, IVORY, SOFT GRAYS, AND MUTED EARTH TONES NOT ONLY FLATTER ALL SKIN TONES BUT ALSO ALLOW THE FOCUS TO REMAIN ON THE SUBJECT RATHER THAN THE OUTFIT. NEUTRALS ARE VERSATILE AND CAN EASILY BE PAIRED WITH ONE ANOTHER OR WITH SUBTLE POPS OF COLOR TO CREATE A COHESIVE AND SOPHISTICATED LOOK. WHETHER YOU'RE AIMING FOR A CLASSIC OR MODERN STYLE, A NEUTRAL COLOR PALETTE ENSURES YOUR PHOTOS WILL STAND THE TEST OF TIME.





# COLOR PALETTE

*neutrals*





# COLOR PALETTE

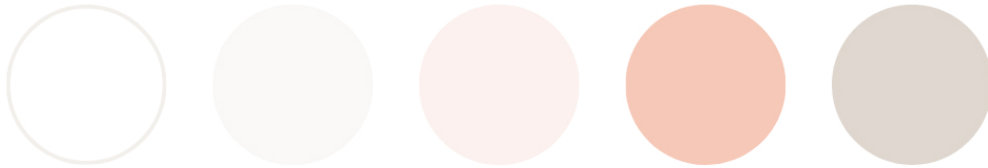
## *blush*



BLUSH TONES BRING A SOFT, ROMANTIC FEEL TO YOUR PHOTOS, ADDING WARMTH AND SUBTLE ELEGANCE. THESE DELICATE SHADES OF PINK AND PEACH ARE PERFECT FOR CREATING A LIGHT, AIRY ATMOSPHERE, WHETHER YOU'RE IN A GARDEN, BY THE BEACH, OR IN A STUDIO. BLUSH COLORS ARE INCREDIBLY VERSATILE, HARMONIZING BEAUTIFULLY WITH BOTH NEUTRAL TONES AND BOLDER ACCENTS. THEY ADD A TOUCH OF GRACE AND FEMININITY TO YOUR LOOK, MAKING THEM AN IDEAL CHOICE FOR CAPTURING THE GENTLE BEAUTY OF SPRING AND SUMMER.

# COLOR PALETTE

*blush*





# COLOR PALETTE

*minty green*



A SOFT MINTY GREEN OFFERS A REFRESHING AND TRANQUIL VIBE THAT IS PERFECT FOR SPRING AND SUMMER PHOTOSHOOTS. THIS DELICATE SHADE EXUDES A SENSE OF CALM AND SERENITY WHILE BRINGING A SUBTLE HINT OF COLOR THAT DOESN'T OVERPOWER. MINTY GREEN PAIRS WONDERFULLY WITH NEUTRALS, BLUSH TONES, OR EVEN OTHER PASTELS, CREATING A HARMONIOUS AND SOOTHING PALETTE. IT'S A FANTASTIC CHOICE FOR OUTDOOR SETTINGS, WHERE IT CAN BEAUTIFULLY COMPLEMENT THE NATURAL SURROUNDINGS WHILE ADDING A CRISP, FRESH ELEMENT TO YOUR PHOTOS.

# COLOR PALETTE

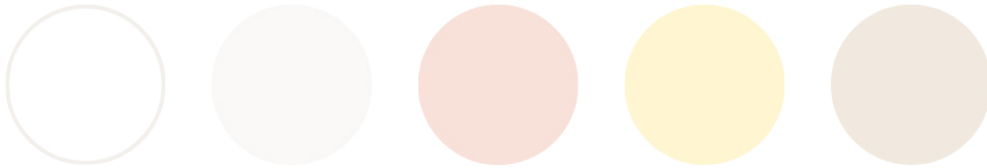
*minty green*





# COLOR PALETTE

*warm pastel*

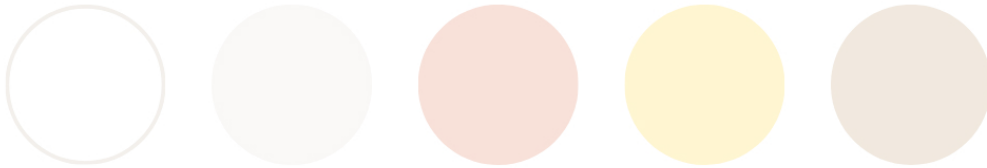


WARM PASTELS ARE ALL ABOUT EMBRACING THE GENTLE GLOW OF SPRING AND SUMMER, BRINGING A CHEERFUL AND INVITING FEEL TO YOUR PHOTOS. SHADES LIKE SOFT PEACH, WARM LAVENDER, AND LIGHT CORAL ADD A BURST OF COLOR WITHOUT BEING TOO BOLD, MAKING THEM PERFECT FOR CREATING A JOYFUL YET SOPHISTICATED LOOK. WARM PASTELS RADIATE POSITIVITY AND WARMTH, CAPTURING THE ESSENCE OF THESE SUNNY SEASONS. WHETHER YOU'RE GOING FOR A CASUAL OR ELEGANT STYLE, THIS COLOR PALETTE OFFERS A DELIGHTFUL BALANCE THAT FEELS BOTH LIGHTHEARTED AND REFINED.



# COLOR PALETTE

*warm pastel*







# WHERE TO *shop*

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- [Joyfolie.com](https://www.joyfolie.com)
- [Chicos.com](https://www.chicos.com)
- [Talbots.com](https://www.talbots.com)
- [TommyBahama.com](https://www.tommybahama.com)
- [JCrew.com](https://www.jcrew.com)
- [LLBean.com](https://www.llbean.com)