

SHERYL
WACHTEL
PHOTOGRAPHY



TIPS TO PREP FOR YOUR
photo shoot

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The goal is for your photos to convey the best version of your authentic self. Therefore, it is most important to wear something you feel confident and comfortable in.

CLOTHES

- Consider what you are trying to communicate in your photo. For business photos, think about what people in your industry wear and wear the best version of that for your session.
- Come dressed in a base outfit consisting of your favorite pants and top, or dress from which you can layer. Add to this base outfit - a jacket, a sweater or other item that you love to give you another flattering look. Incorporating layers not only helps with posing but also make images more dynamic and interesting. They can also give structure to an otherwise shapeless item.
- Your face is the focus of your photos so wear clothes that don't distract from your image. You can achieve this by wearing solid colors rather than large prints or really tight patterns or small polka dots, pinstripes, small checks and tight patterns of any kind.
- Neutral colors are great in many cases, for the photoshoot it's ideal to have a balance of neutrals and colors that pop. The best colors are medium shades of blue, green, or jewel tones. Stay away from bright reds and orange. Also, colors like yellow and pink tend to make people look washed-out. Avoid wearing an all-white outfit.
- Wear clothes that fit you well, not too loose or too tight. Fabrics that are clingy or shiny, especially thin, stretchy polyester or velvet highlight every bump and crease.
- Unless you absolutely love your arms, consider wearing a three-quarter or long sleeve(s). You can also wear a sleeveless top and bring along a sweater or jacket option.
- The best necklines for photos are modest V necks, boat or crew necklines. Avoid turtlenecks which can make you look like you have no neck. Steer clear of really low necklines that you'll be tugging on.
- Wear the right bra for the shirt you will wear. Make sure the bra color won't show through your top. Watch for lines and seams from bras that might show through shirts.

ACCESSORIES & HAIR

- Simple jewelry is recommended.
- Only wear glasses that have minimal to no reflective coating. The purple tint that helps with screen glare isn't great for photos.
- Make sure your hairstyle is consistent with your look and style. Today isn't the day to try out a new style, cut or hair color.





CAPTURE THAT PERFECT MOMENT.

I picked up a camera over 20 years ago and have never looked back. Regardless of the occasion or the mission, I see real people through the lens wanting to tell their story or capture a meaningful moment in time. Whether I'm shooting a portrait, lifestyle images, or an event, my aim is to capture authenticity and a playful glimmer in a candid moment. Telling stories through the lens of the camera is my professional joy.

Sheryl

Let's work together - reach out to me for all your photography needs.

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