

## Spencer Studio's Tips on What To Wear For Your Business Portrait

Studies show that your response rate increases 30% if your ad/article/business card/sales letter has your photo on it. Think about the image you want to project in your portrait, conservative, friendly, artsy, approachable. I would be happy to discuss ideas with you.

**Clothes and Colours:** The public perceives certain colours and styles as successful and trustworthy or not. Your choice of clothes and colours must be beyond your personal favourite colour. When it comes to clothes, keep in mind that you want to appear professional but friendly. When in doubt about what to wear, a slightly conservative look is best.

**The Psychology of Colour:** For business portraits you must know that:

- The "Don't Trust Me" Colour is Green, avoid it!
- The "Cheap Image" colour is Purple, avoid it!
- The "Unsophisticated or Slob" colour is Brown, avoid it!
- The Colours that say "Success and Trust Worthy" are Black and Navy.

**Keep jewelry simple,** again conservative is always the safest choice.

**Consider props,** you are invited to bring in a prop or two if you are looking for a more artsy eye-catching photo. Maybe your product, an award or symbol. We don't charge any extra if you want to include a prop on a few extra shots. If the idea works fine, if not we have lost nothing.

**Last but not least:** remember to get a good night sleep for that fresh look.

**Please don't worry:** all Spencer Studio portraits include retouching for blemishes, lines, wrinkles, bags under the eyes, whiten teeth etc.

### Business Portrait: Female

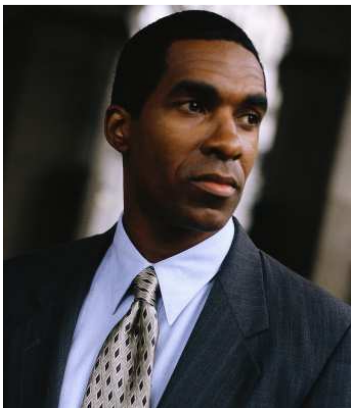
**Clothes, Colours, & Shoes:** When it comes to clothes, keep in mind that you want to appear professional but friendly. When in doubt about what to wear, a slightly conservative look is best. A jacket in blue, navy, grey, burgundy, or black are always safe choices. Try and avoid large areas of light pastels, bold stripes, bold patterns or anything that is too distracting, a subtle pattern is fine. Solid colours are always the safest choices. Also, avoid short sleeves if a jacket is not worn, upper arms always tend to photograph wider than they are in real life. Keep in mind that dark colours are "slimming." Business portraits are typically head and shoulders so don't worry about your shoes.

**Hands:** Ladies hands are often included in portraits, they add femininity and elegance. Having your nails done is important. Pay special attention to the rings and watch you plan to wear.

**Makeup:** Remember to bring along some makeup (lipstick and powder) for touch ups. Under the lights lips tend to dry, bring lipstick or lip balm.

### Business Portrait: Male

**Clothes, Colours, & Shoes:** When it comes to clothes, keep in mind that you want to appear professional but friendly. When in doubt about what to wear, a slightly conservative look is best. A jacket in blue, navy, grey, burgundy, and black are always safe choices. Try and avoid bold stripes, bold patterns, or anything that is too distracting, a subtle pattern is fine, solid colours are usually best. Keep in mind that dark colours are "slimming." Business portraits are typically head and shoulders so don't worry about your shoes.



For a "trust me" conservative look, suit or blazer with a white shirt and tie. The classic "Solid, Pattern, Solid" is usually the best choice. Solid colour jacket, Pattern tie, Solid colour shirt. Carefully consider the pros and cons of any lapel pins.

Under the lights lips tend to dry, bring some lip balm.

Try to shave an hour or so before your portrait, five o'clock shadows tend to photograph darker than they appear.



#### *Cool Quick Tip*

To quickly unwrinkle a shirt or pair of pants, throw them in the dryer with a Bounce sheet or a damp towel for about 5 minutes.

#### *To Look Slimmer*

Wear solid dark colours that fit properly. One colour head to toe. Vertical lines, and high heels make you appear taller and slimmer.

**AVOID:** Lighter colours, white, most pastels, bold patterns, plaids, shiny fabrics, heavy fabrics, short sleeves, horizontal dividing lines like belts or a different colour. Also avoid clothes that are too tight or too loose.