

the

STYLE GUIDE

ISSUE 1

FALL/WINTER

SENIOR GIRL

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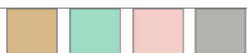
TARA BROOKS PHOTOGRAPHY



DESCRIPTION

This girl loves to accessorize, read fashion blogs, and show off her own unique style. Look for fun, layered looks and jewelry to add pops of color. Don't overly fuss about hair and makeup; the emphasis is on fashion.

COLOR PALETTE



LOCATION PAIRINGS

- downtown
- urban alley
- in studio
- museum
- café
- pier



DESCRIPTION

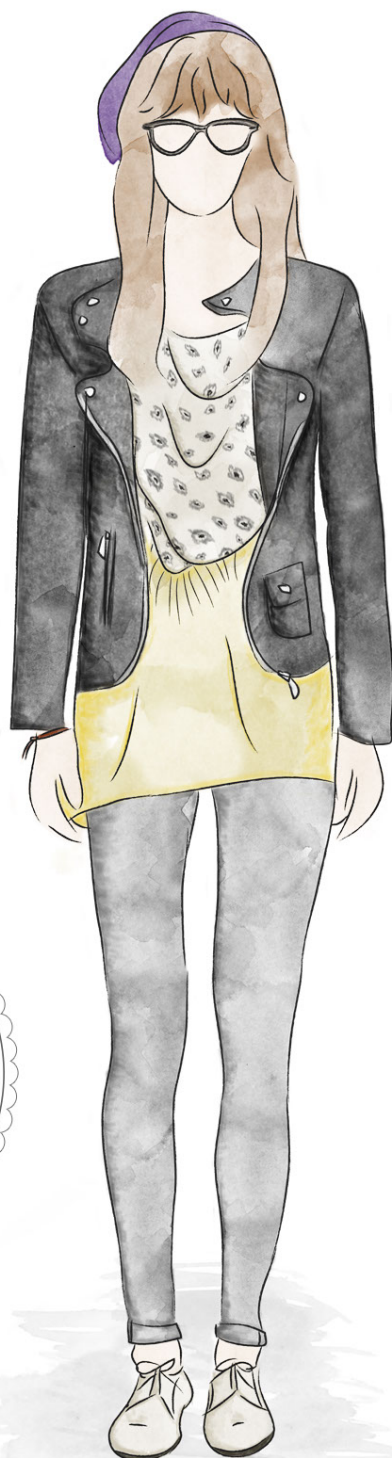
This bombshell is dressed to thrill, with dresses and heels invoking earlier fashion periods. She's rocking 40's couture mixed seamlessly with modern pieces, stylized hair, red lipstick and she loves period hats and jewelry.

COLOR PALETTE



LOCATION PAIRINGS

- hotel lobby
- diner
- in studio
- antique furniture store
- town square
- boardwalk



DESCRIPTION

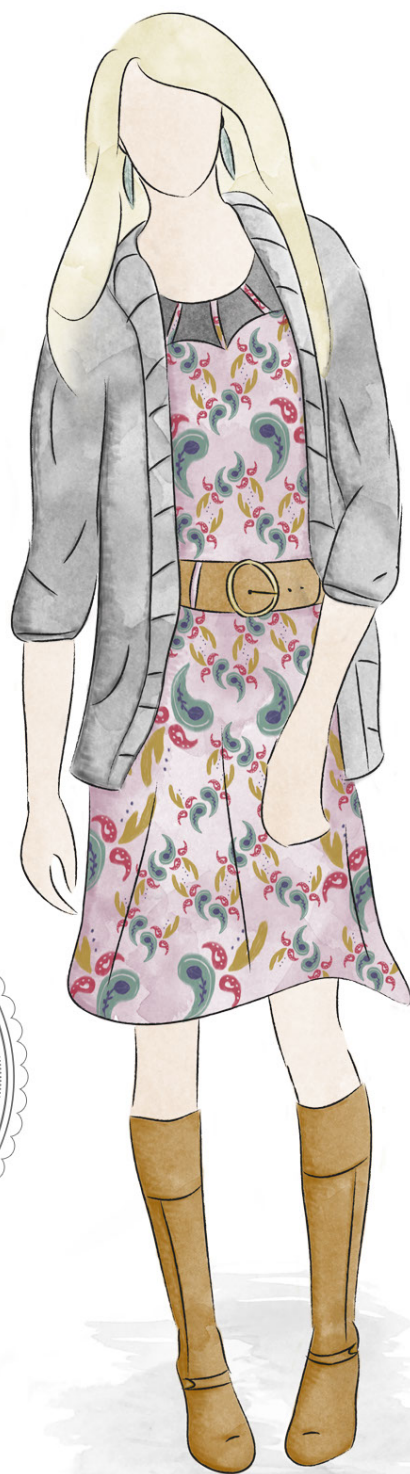
She looks unplanned, but she's calculatingly chill. Skinny jeans, vintage Ts, tons of tennis shoes and some fun, funky hats round out this socially conscious and casual wardrobe.


COLOR PALETTE

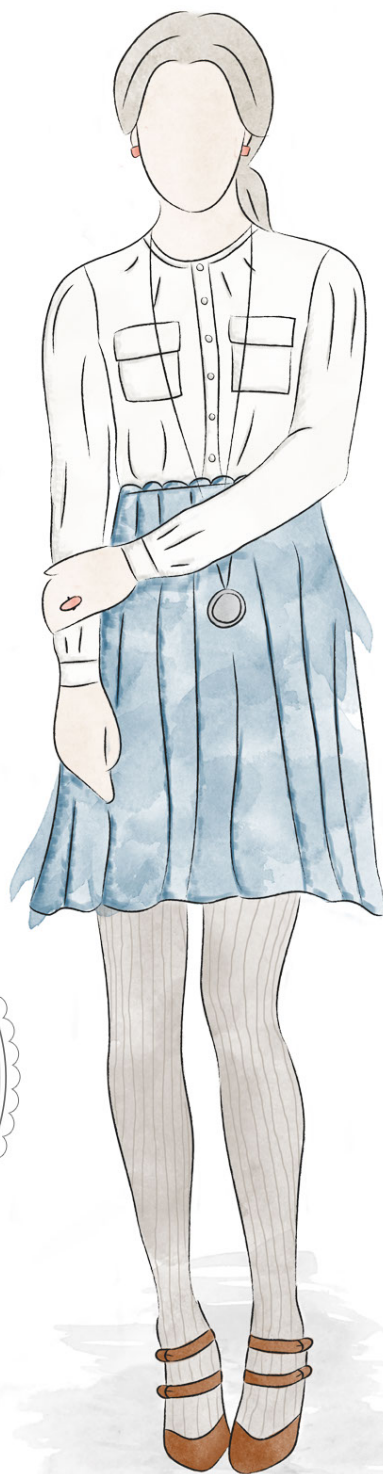


LOCATION PAIRINGS

- *café*
- *train station*
- *bridge*
- *city scape*
- *bookstore*
- *local farmers market*



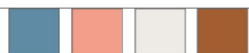
DESCRIPTION	LOCATION PAIRINGS
<p><i>Feminine and understated, layers of natural fabrics are cinched with a cuter, rustic belt and capped with worn boots. Her country visage is offset by an urban fashion sense, with little accessory and soft, flowing hair.</i></p>	<ul style="list-style-type: none"> • country scape • orchard • local farmers' market • leaf piles • garden • ice skating rink
<p>COLOR PALETTE</p> 	



DESCRIPTION

Old is new again. Thrift shop findings paired with new, retro looking fashions, she mixes different eras for a coherent look. She's not afraid to tuck in her tops, throw on Maryjanes and work an 80's skirt.

COLOR PALETTE



LOCATION PAIRINGS

- *café*
- *downtown area*
- *record shop*
- *old factory building*
- *in studio*
- *on a bridge*

TIPS *from the pros* FOR A SENIOR GIRL

1	<i>Don't forget to consider accessories, an important element of any shoot. Look for layers in jewelry also, including cute, meaningful chains, bracelets, rings and even hair feathers.</i>
2	<i>Consider starting your senior session with professional hair and makeup, either in the studio or at the local salon.</i>
3	<i>Layers done right are slimming and lead the eye away from problem areas. The right combination can totally dress a look up or calm it down and can give that extra pop of color a wardrobe needs.</i>
4	<i>Bring an elastic brown or black belt to cinch dresses and blouses that may look bulky on camera.</i>
5	<i>Dark denim flatters all shapes, sizes and photographs better than distressed or light washes.</i>
6	<i>Statement jewelry speaks volumes about personality. Go all out with a colorful necklace, chandelier earrings or stacked bangle bracelets. Worn with a simple tee or solid tank, the jewelry takes center stage.</i>
7	<i>Create complete, multi-piece looks. Consider purchasing a cropped blazer to throw over pieces you already own and cuff the sleeves for a fresh, tailored look that will keep its modern edge years after photos are taken.</i>
8	<i>Avoid mixing and matching bold patterns and crazy nail polish colors. Stick to one or two patterns per outfit and a nail polish color that won't draw too much attention to your hands.</i>
9	<i>Materials and texture of clothing is another factor to consider. Shiny clothes can be distracting, and clingy clothing is frustrating to continually adjust. Linens and cotton clothing tend to be easy to work with and photograph well.</i>
10	<i>Dress for the season. Clothing choices should match the season of your shoot. A short dress and flip flops will look out of place in the winter. Instead, try pairing that same dress with tall boots, tights and a long sweater.</i>