

RAY LOWE STUDIOS

THE ULTIMATE GUIDE
TO CHOOSING
YOUR PERFECT
PHOTOSHOOT
OUTFIT



RAY LOWE
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STUDIOS
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Nice to meet you



MEET OUR TEAM

Between us we have been doing this for a long time...

We have just celebrated 49 years in business right here at the same studio in Cheshunt, Hertfordshire. Ray was just a young whippersnapper when he opened the studio and we have certainly seen some big changes in the photographic world since. From film cameras to digital imaging and constantly changing photographic styles, we like to think that we have learnt a thing or two about capturing contemporary family portraits over the years.

So, when is the best time to bring along your family for a photoshoot? Our answer would be whenever you want! Capturing those first precious moments with your newborn baby to their first day of school, every moment is precious and should be documented. At Ray Lowe Studios, we understand that choosing the right outfit for your photo shoot can be daunting. That's why we've created this comprehensive guide to help you navigate the world of wardrobe selection with ease and confidence.



1. BUMPS

Your maternity shoot is a celebration of the beautiful journey you are embarking on, and choosing the perfect outfit can make all the difference. Here are some tips to ensure you look and feel fabulous for your session:

EMBRACE YOUR BUMP

Opt for form-fitting dresses or tops that accentuate your baby bump. Flowy fabrics can also create a soft, romantic look while highlighting your growing belly.

SOLID COLOURS SHINE

Solid colours are your best friend for maternity photos. They help draw attention to your bump and create a timeless, elegant look. Neutral tones like white, cream, beige, and pastels work beautifully, but don't shy away from bold colours if that's more your style.

MAXIMIZE COMFORT

Comfort is key during your maternity shoot, so choose outfits that make you feel relaxed and at ease. Stretchy fabrics like jersey or knit blends are perfect.

ADD PERSONAL FLAIR

Don't be afraid to infuse your personality into your outfit choices. Whether it's a favourite accessory, a statement necklace, or a cute pair of shoes, adding personal touches can make your photos even more special.

COORDINATE

If your partner will be joining you for the shoot, coordinate your outfits for a cohesive look. Aim for complementary colours and styles that enhance each other's outfits without overpowering.



2. BABIES

Get ready to capture the precious moments of your newborn's early days with a heartwarming photoshoot. Here's how to dress your little one for their debut session:

KEEP IT SIMPLE

For newborns, less is more. Opt for simple, soft outfits that won't overwhelm your baby's delicate features. Choose clothing made from gentle, breathable fabrics like cotton or bamboo to keep your baby comfortable and cozy throughout the session.

ADD PERSONAL TOUCHES

Incorporate special accessories or props that hold sentimental value, such as a handmade blanket from Grandma or a beloved stuffed animal. These personalised touches add warmth and personality to your baby's portraits.



COORDINATE

If you are having family photos taken during the photoshoot, coordinate your outfits with your baby's attire. Soft colours and simple patterns work best to keep the focus on your newborn's features.

BE PREPARED

Newborns are unpredictable, so be prepared for nappy changes or spit-up incidents during the photoshoot. Bring along extra outfits for your baby and for you.

OPT FOR TIMELESS STYLES

Choose classic and timeless outfits that won't look dated years down the line. Avoid trendy or overly busy patterns. Simple, timeless styles ensure your newborn's portraits remain timeless and beautiful for years to come.



3. WATCH ME GROW

THREE MONTHS - EIGHTEEN MONTHS

COLOURS AND PATTERNS

Let your child's personality shine through by incorporating vibrant colors and playful patterns into their outfits. Bold colours and cheerful prints add energy and excitement to their portraits.

ACCESSORIES

Accessorize your child's outfit with fun and age-appropriate accessories to add an extra dose of charm to their portraits. Think adorable hats, headbands, bows, or statement shoes that complement their ensemble and showcase their individual style.

PERSONALITY

This is when their growing personalities shine through. Whether they have a favorite superhero, animal, or colour, incorporating elements that reflect their interests adds an extra layer of authenticity to their portraits and ensures they feel confident and comfortable in front of the camera.



Capturing little personalities



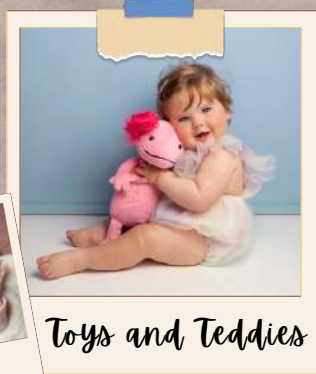
Dress up



Starting to play



Cute outfits



Toys and Teddies



Best friends

Get ready to capture the playful spirit and adorable antics of your little one with a fun-filled photoshoot

4. CAKE SMASH TIME

COMFORT IS KEY

Cake smash photoshoots are all about messy fun, so prioritize comfort when selecting your child's outfit. Choose soft, stretchy fabrics that allow freedom of movement and won't restrict their playful antics.

KEEP IT SIMPLE

Avoid elaborate outfits or accessories that may detract from the main event – smashing that cake! Stick to minimalistic styles and avoid clothing with intricate details or embellishments that could get lost in the mess.

EMBRACE THE MESS!

Since cake smash photoshoots involve, well, smashing cake, embrace the messiness! Dress your child in an outfit that you don't mind getting dirty, such as a cute onesie or romper in a solid colour or simple pattern.

Be prepared for the aftermath of the cake smash by bringing along a spare outfit for your child to change into afterward.



Choose an outfit that compliments the colours and theme of the cake. Whether it's matching the icing colour or incorporating elements of the cake design into your child's outfit. **Check out our Cake Smash options below.**

Remember, the most important thing is to have fun and capture the joy and excitement of this milestone moment in your child's life. With these outfit tips and a delicious cake at the ready, you're all set for an unforgettable cake smash photoshoot.



5. CHILDREN

MIX AND MATCH

Experiment with mixing and matching different pieces to create stylish and versatile outfits for your child. Layering a graphic tee with a denim jacket or pairing printed leggings with a solid-colored top adds visual interest and personality to their look.

PROPS

Consider incorporating props that complement your child's hobbies and interests into the photoshoot. Whether it's a football, musical instrument, or ballet shoes, props add visual interest and help tell the story of your child's passions.

Enhance the storytelling aspect of the photoshoot by incorporating props that ignite your child's imagination and bring their dreams to life. Whether it's a toy telescope for a budding astronaut, a wizard's wand for a young magician, or a pile of books for an avid reader, props add depth and context to their portraits, allowing them to explore new worlds and embark on exciting adventures.



5. PETS

PLAYFULNESS

Capture the joy and energy of your pet by incorporating playful elements into their outfit. Whether it's a colourful bandana, a cute bowtie, or a fun costume, add touches that reflect your pet's personality.

TOYS

Bring along your pet's favourite toys to the photoshoot to help them feel comfortable and at ease in front of the camera. Whether it's a beloved stuffed animal, a squeaky ball, or a fluffy chew toy, having familiar items nearby can help keep your pet engaged and entertained throughout the session.

COMFORT

If your pet has a favourite blanket, bed, or pillow that they love to snuggle with, consider bringing it along to the photoshoot to help them feel comfortable and relaxed in the new environment. Having familiar items nearby can provide a sense of security and help your pet feel more at ease during the session.



5. FAMILY

COORDINATE YOUR OUTFITS

Think about the colour scheme of your family's outfits to create a cohesive and visually appealing look. Whether it's a neutral palette, soft pastels, or bold hues, coordinating colors help tie the family's outfits together and create a unified and polished appearance in the photos. Steer clear of clothing with large logos or busy patterns that can be distracting in photos. Opt for simpler designs that won't compete with the other elements of the image. Check out some examples below.

Add visual interest to your outfits by incorporating different textures and fabrics. Mix knits with denim, or layer a textured jumper over a soft cotton shirt to create dimension and depth in your photos.

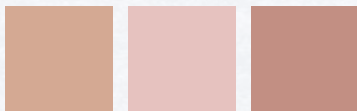
DON'T FORGET THE PROPS

Bring along props that reflect your family's personality and interests, whether it's a favorite book, sports equipment, or of course a beloved pet. Props add depth and storytelling elements to your photos.

COMFORT IS KEY

Choose outfits that not only look great but also feel comfortable to wear. Your family's comfort and confidence will shine through in the photos, so prioritize clothing that allows freedom of movement.

Remember, the most important thing is to relax and have fun during your photoshoot. Focus on enjoying the moment and capturing genuine smiles and connections with your loved ones.



FAMILY



5. HEADSHOTS AND PORTFOLIO

HEADSHOTS

KEEP IT SIMPLE

In headshots, the focus should be on you, not your clothing. Choose simple, classic outfits that don't distract from your face or physique. Solid colours and minimal patterns work well for creating clean and polished images.

YOUR BRAND

If you have a personal brand or specific niche, choose outfits that align with your brand identity. Your clothing should reflect the image you want to portray and reinforce your unique selling points.

PORTFOLIO

STYLE

Show off your personal style by incorporating signature pieces or statement items into your portfolio outfits. Whether it's a bold accessory, a unique jacket, or a standout pair of shoes, these pieces can help to make your portfolio images memorable and distinctive.

PERSONALITY

Infuse your portfolio outfits with elements of your own personality, interests, and identity as a model. Whether it's incorporating pieces that reflect your hobbies, or individual quirks, infusing your portfolio with personal touches adds depth and authenticity to your images.



HEADSHOT



PORTFOLIO



STYLE



BOOKING A SESSION



GET IN TOUCH

So, you've done the hard work and visited our website, stalked our social and read the reviews. Now it's time to get in touch and book your session...

- Think about the best time for you and your family. Working around kids clubs and nap times is hard but give us a call and we can find the most suitable time for you.
- If you need your images back for a certain event or celebration, factor in that it can take between 4-6 weeks from the start of your journey until you collect your order.
- We love to chat so if you have any questions before you book your session just pick up the phone and we will always be happy to help.
- Our Live Chat function is a great way to book if you can't talk. Head to our website homepage to start chatting with us or drop us an email.
- You can either buy a Gift Experience Voucher online or over the phone with us. We love visitors too so always feel free to pop in and see us if you are local.
- Relax once you have booked your session, that's the hard bit and the rest is great fun...trust us!

READY TO SEE MORE?

We LOVE being sociable. This is where we share images from our shoots, behind the scenes of what really goes on in the studio and special offers. It's also a great place to go if you would like inspiration about what to wear or what props to bring along.

It would be great to see you so feel free to join us below...

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[JOIN US ON INSTAGRAM](#)

[JOIN US ON PINTEREST](#)

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