THE MODERN HEADSHOTS

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STYLE GUIDE

Use these examples to plan outfits that are on-brand and feel like you.

FOR MEN

THEMODERNHEADSHOTS.COM

DEAR CLIENT!

We’re counting down the days until your Modern Headshot Session!

Picking outfits can feel overwhelming, but don’t stress - we’ve put together real client examples and a few top tips to make it simple.

Bring a few favorites, and we’ll help narrow them down on the day so you feel confident, comfortable, and ready.

Please use this guide as inspiration, not a rulebook.

Your clothes should feel like you - we’ll help you choose what works best on the day.

SIMPLE PREP TIPS

Here are our top wardrobe tips for your upcoming headshot session. Bring a few more options than you think you'll need - we'll help pare them down when you arrive.

Fit

- Slim-fit shirts and jackets always photograph best. Boxy or oversized tops add bulk on camera.

Patterns

- Avoid busy patterns, graphics, or loud prints - they pull attention away from your face.
- Ties are the exception. Print ties are great.

Color

- Pack a mix: one light (white, gray, pastel), one dark (black, navy, charcoal), and one pop of color (something that works with your eyes or brand).

Layers

- A fitted jacket or v-neck sweater adds polish and variety. Layers also help slim the frame on camera.

Casual Options

- Long sleeves are always more polished than short sleeves. Try a knit henley, or roll the sleeves of a button-down for a relaxed look.

Classic Suit

- You can't go wrong with a collared shirt and dark, fitted jacket.
- Without a tie = relaxed, approachable.
- With a tie = more professional and formal.

Accessories

- Glasses (on or off), rings, watches, and cufflinks all work well.

Even holding glasses can add personality.

Hands & Grooming

- Hands often show in headshots. Keep nails clean and trimmed.
- Give your watch and rings a quick polish if you're wearing them.

Shoes & Socks

- Bring coordinating shoes and socks to finish the look.

We're excited to work with you and bring out your best!

BUSINESS FORMAL

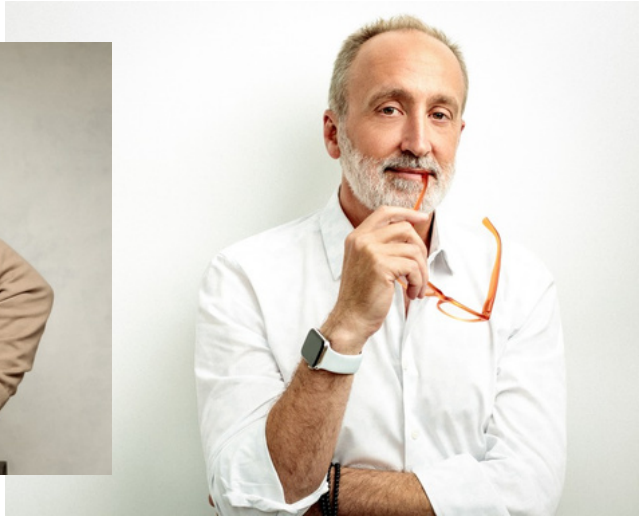
Classic suit and tie is always timeless, confident, and professional.

BUSINESS CASUAL

Blazer with open collar creates a polished, approachable, and versatile look.

SMART CASUAL

Creates a relaxed but still professional, strong, and on-brand vibe.



RELAXED CASUAL

Works great for personal branding when you want to showcase an easygoing side.

LIGHT NEUTRALS

Bring one light option like grays, beiges, whites for a clean and fresh look.

DARK CLASSICS

Add a darker look like navy, charcoal, or black for a sharp and professional feel.

POP OF COLOR

Jacket or shirt in a bold shade can bring out energy and personality. Don’t shy away from it.