



STYLE

Ever After Portraits
Fine Art Portraits

hello, gorgeous

Thank you for choosing us for your portraits! We are so excited to share in this incredible experience with you. We believe every woman should have an amazing portrait, and it's our mission to create the most beautiful portraits you have ever seen of yourself.

This packet has all the information you need to prepare for your portrait session including how to determine your body shape (to help choose the most flattering clothes), style advice, beauty tips, and planning tools.

Leading up to your portrait session, make an extra effort to really pamper yourself. Treat yourself to those spa services and beauty treatments you can't always justify - even if it's just the DIY versions at home!

To help you figure out and connect with the woman you want to see in your portraits, start giving thought to who you are in this moment; how you want to see yourself; which parts of yourself that you love, or maybe that you have lost and want to reconnect with. If you're willing to share some of those insights with us, we'll be better able to capture the amazing woman you are and want to be.

Please don't hesitate to call or email if you have any questions.
571.434.0009 | Mindy@everafterportraits.com

XOXO,

Mindy & Joriana

Ever After Portraits

WHAT TO EXPECT

DESIGN SESSION

Prior to your portrait session, we will provide you with our design ruler, and request iPhone photos of your walls using it. We'll then connect (usually over the phone) for your Design Session. This will be when the "mood" of your session will be designed and styled, and wardrobe, hair and makeup suggestions will be given. We will also review and plan your wall art placement. Visual clothing suggestions will be sent to you following the Design Session, to help you choose your final outfits!

HAIR & MAKEUP

If you've chosen a *Signature Beauty* or a *Signature Branding Session*: When you arrive at our studio, a world-class hair and makeup artist will do your hair and makeup. We want you to absolutely love your portraits, so be sure to let the artist know if you'd like any adjustments to your styling.

THE PORTRAIT SESSION

Once you're dressed and ready, we'll guide you through a series of poses designed to flatter your shape and showcase your beauty. We will connect with you in a way that captures genuine expressions and the light that shines from inside you!

THE ORDERING SESSION

During the in-person ordering session, we will present the best portraits from your session. You will then choose which portraits you'd like to purchase, and place your product order. Your finished products will be delivered approximately 4-6 weeks after payment has been made in full.

HOW TO DETERMINE YOUR BODY TYPE

Fruits, geometrics shapes, or inanimate objects – choose one to determine your body type. Oh, wait – you're human?! Maybe it's not that easy to put your body type in a box. We understand and appreciate that everyone is different, so what might be eye-catching on one person, might not flatter you in the exact same way. We hope these tips help you determine how to complement your body best, so you can wear what inspires you as well.

Body types, explained. These are the most generally used terms to describe body types.

STRAIGHT. With a straight body, your shoulders and hips are relatively the same width and your waist doesn't have a noticeable definition to it.

HOURGLASS. If you have an hourglass figure, your waist is defined like a word in Webster's Dictionary and your hips and shoulders are relatively the same size. "Top hourglass figure" is also a term – you're bust is slightly bigger than the width of your hips, but your waist is still very defined.

PEAR. Also known as a triangle body shape. You notice that your hips are wider than your shoulders and your waist has declared itself present and noticeable.

INVERTED TRIANGLE. You have noticeably wider shoulders, in comparison to your waist and hips.

OVAL. In general, your waist is equal (sometimes a little more) in width to your hips and shoulders.



STRAIGHT

The general rule of thumb for this body type is to look for pieces of clothing that really help create the illusion of a more "shapely" figure. Snug clothes (not skin tight clothes, like a bodycon dress) are easy ways to achieve this look. Color blocking is also a simple trick to consider.

- What to avoid: Shapeless, flow-y tops and dresses. With a straight body, it's very easy to lose your shape.

- If stripes are a pattern you want to incorporate, look for pieces with differing thickness – it can help define your body shape.





HOURLGLASS

Your waist is what you'll want to bring attention to, so look for shirts with v-necklines or that are more form fitted. You'll lose your shape in baby doll tops or a shirt with a high neckline. Pencils skirts are also an easy and classic way to play up your features.

- What to avoid:
Loose fitting clothes that don't bring attention to your awesome waistline and curves. Don't look for skin tight clothes but look for shirts and dresses especially that play up your waistline – i.e. a skirt that cinches at the waist.

- As long as the stripes are the same direction, it will emphasize your natural curves.

PEAR

With this body type, you'll want to be mindful of which part of your body you're emphasizing and which part you'll want to tone down, just a bit. Since your hips seem wider than your bust and shoulders, you'll want to bring more attention to the upper half. A-line dresses, higher cut tops, and bottoms that don't bring attention to your hips will be your best assets.

- What to avoid:
Anything that brings attention to your hips – flared skirts, baby doll style shirts that flare at the waist.

- Horizontal stripes create an illusion of a broader upper body – which can help balance out the lower half of your body.





INVERTED TRIANGLE

It can seem a bit like a balancing act at times but creating a look that sculpts your body is surprisingly simple. Look for pieces that play down your shoulders while simultaneously adding some definition to your hips, like pairing an A-line skirt with a simple tank top with narrow straps.

- What to avoid: Bringing more attention to your broad shoulders – i.e. shirts or dresses with high necklines.

- Vertical stripes can be your best friend – they create a slimmer silhouette.

OVAL

For this body type, everything for the most part seems to be in equal width across the board. Look for dresses with a deeper v-cut and add a belt to help create the illusion of a more defined waist.

- What to avoid: Skin tight clothes that don't do your body justice. It will be easier to create a defined body shape with more loose fitting clothes than to start with tight fitting pieces.

- Vertical stripes can be worn with this body type as well.



THINGS TO REMEMBER

FLATTER YOUR ARMS

Varying sleeve lengths is another great way to add extra diversity to your looks. If arms are a trouble-zone for you, pass on cap sleeves, which are hard to pull off since they emphasize the widest part of the arm. Choose instead a 3/4 sleeve or longer.

To show a little shoulder without baring arms, try an off-the-shoulder top. You could even add a scarf or cardigan to a strapless or sleeveless dress, which can be draped over the arms - showing just a hint of skin.

SKIP BULKY JACKETS

Unless your blazer is very fitted, (and doesn't have shoulder pads), you'll want to opt instead for a snug cardigan, which may be a better choice if you're interested in having a business-friendly portrait.

BRING NECESSARY UNDERPINNINGS

Consider the underwear you'll need for each outfit. Certain looks call for a strapless bra or nude thong. Black bras look best under dark clothing, and nude bras are always better than white. Shapewear is awesome for concealing any wobbly bits.

ACCESSORIZE

Bring jewelry, hair accessories, and scarves or wraps to complete each outfit. Choose timeless over trendy. Bring one pair of classic black heels and nude heels that go with everything.

SLEEVE STYLES



STRAPLESS



SLEEVELESS



CAP SLEEVE



SHORT SLEEVE



3/4 SLEEVE



LONG SLEEVE



WHAT TO WEAR

How do you dream of being photographed?
Remember, this is your chance to be a model for a day. A Princess. A Siren. A Goddess.

BRING 3 - 5 OUTFITS

With the chance to wear several different outfits, you can aim for a variety of styles. Try to bring outfits that are unique in color and/or mood. While this guide showcases dresses only, feel free to bring your favorite jeans, a lovely blouse, or even a lacy camisole top.

SOMETHING LIGHT AND ETHEREAL

Bring something in a light shade of blush, nude, cream or white.

SOMETHING DARK AND SMOLDERING

Black, Navy, or Charcoal will all work well.

SOMETHING SEXY

You can be an understated sexy in a backless formal gown, or a more overtly sexy in a beautifully form-fitting dress.

SOMETHING EPIC

This session is the perfect opportunity to dress like a princess or movie star, and is a great excuse to go shopping. You might even rent, borrow, or custom make your dream outfit. For you, that might be a fairytale-worthy ballgown. Or maybe it's a killer red dress! Whatever you choose to bring should be your own epic ensemble.

Right: See several examples of different color and style combinations to mix-and-match for maximum variety. Think about bringing one style from each column, as well as one color type from each row.



KEEP IN MIND

FIT YOUR FORM

Fitted clothing that shows your shape works best for portraits. This applies to any body type. Outfits should hug your curves, especially along your top half. (Loose, flowing skirts are fabulous as long as your bodice or top is snug.) Skip that billowy, blouson top, or anything with dolman or batwing sleeves. While they might be flattering in person, they will not be slimming in camera.

THINK TEXTURE

Sumptuous textures like lace, chiffon, bead-work, or embroidery lend a rich, tactile element to your portraits. Avoid high-contrast patterns or prints, which are distracting. Logos or graphics are definite "don'ts."

CONSIDER NECKLINES

Mixing up necklines will add variety to your portraits, so try not to bring all of one style. We love to see your collar bone and shoulders, so off-the-shoulder and sweetheart are our favorite necklines. Whatever you choose, try to make it more interesting than the basic crew neck.

Food for thought: Certain necklines can evoke different moods. An off-the-shoulder top tends to appear vulnerable, while a square neck or high neck denotes power.

To me, clothing is a form of self-expression - there are hints about who you are in what you wear.

- MARC JACOBS

NECKLINE EXAMPLES



ASYMMETRIC



BOAT NECK



COWL NECK



CREW NECK



HALTER



HIGH NECK



OFF-THE
SHOULDER



SCOOP



SQUARE



STRAIGHT



SWEETHEART



V NECK

FIRST THINGS FIRST

Go Shopping. Begin planning your outfits, placing any online orders, and/or making special dress rental reservations right away. Make sure you have everything you need to complete each outfit, including underpinnings and accessories.

Make Appointments. When booking your salon and spa appointments for hair touchup or waxing, be sure to book them for several days before your portrait session. Many treatments are time-sensitive. Example: To avoid redness, waxing your brows shouldn't be booked too close to your session.

Continue Your Skincare Regimen. Exfoliate your face and body every other day. Use moisturizer on your full body every day. And wear lip balm constantly.

Avoid the Sun. Sunburns and tan lines are portrait ruiners. Use sunscreen and stay in the shade. (If you usually spray tan or use fake tanning lotion, take a hiatus now until after your session.)



READY... SET... SHOP!

Neiman Marcus, Nordstrom, White House | Black Market,
Express, Asos, Saks 5th Ave

Want something really glamorous,
but don't want to spend lots on a dress you'll only wear once?
Did you know that you can Rent the Runway?!
RentTheRunway.com

ONE WEEK BEFORE

Gather and Organize Outfits. Try on and finalize your wardrobe and make styling plans. Complete the Wardrobe Prep checklist on the “Quick Tips” panel of this Style Guide.

Touch Up Your Roots. If you dye your hair, touching up your regrowth a few days before your portrait session is ideal. Keep in mind that this is not the time for drastic changes.

Get a Trim. Neat, healthy hair is youthful and vibrant. If it's been a while since your last haircut, go for a subtle trim.

Wax Eyebrows/Upper Lip/Other Body Hair. Get your brows waxed or threaded by a pro. Try to stay close to your natural shape, and don't go too thin. Have your upper lip waxed as well. Wax the hair on your legs and underarms.



Get a Manicure. Gel polish keeps your nails strong (and lasts up to three weeks). Soft, neutral colors work best. While you're at it, toss in the pedicure!

Get an Eyelash Fill. If you usually have eyelash extensions, be sure to have them refreshed a few days before your session. (Do not get lash extensions if they aren't in your regular routine.)

THE DAY BEFORE

Wash Your Hair. Fully air dry or blow-out your hair, but avoid using hot tools such as curling or straightening irons. Before bed, pull your hair up into a loose top-knot for volume.

Very Short Hair? Wait to shampoo until the morning of the session.

Shave. Touch up your body hair situation; remember underarms, and legs; and possibly forearms, bikini, and upper lip.

Tweeze Eyebrows. Double check for any strays.



PORTRAIT SESSION DAY

Your focus this morning should be caring for yourself. Breathe. Remember: **You are beautiful**, and we will capture that for you.

- ❑ **Get Your Beauty Sleep.** Be sure to get all eight hours.
- ❑ **Eat Breakfast.** Think protein and complex carbs.
- ❑ **Bare Face.** Wash and apply your usual moisturizer.
- ❑ **Moisturized Body.** Apply some serious lotion or oil.
- ❑ **Clean, Dry Hair.** (For very short hair, leave it wet.)
- ❑ **Arrive On Time.** Plan to get to the studio earlier than your appointment time.





QUICK TIPS

Several days before your portrait session, fully plan and organize your wardrobe and accessories.

Try on each outfit, including underwear and jewelry, to make sure everything fits.

Check for visible panty lines and bra straps.

Note any body-hair removal requirements.

Wardrobe Prep

- ❑ **Clothing.** Remove lint and press/iron. (Make sure your clothes are as free of wrinkles as possible.) Tighten all bra straps for some extra lift.
- ❑ **Polish Your Jewels.** Wedding rings and other jewelry should sparkle.
- ❑ **Get Organized.** Group the coordinating pieces of each ensemble together on the same hanger. Example: Top + Bottom + Bra + Spanx + Necklace
- ❑ **Arrive Comfortable.** Wear a comfy outfit to your portrait session. This is what you'll be wearing during styling, so choose something easy to remove without messing up your hair or smearing your makeup. We recommend a button-up blouse.

REMINDER

PLEASE BE ON TIME

If you are running late, please call or text us at 571.434.0009.

Keep in mind that your session time will be reduced if you arrive late and, depending on the makeup artist's availability, we may need to reschedule your portrait session if you are more than 15 minutes late.



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www.EverAfterPortraits.com

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