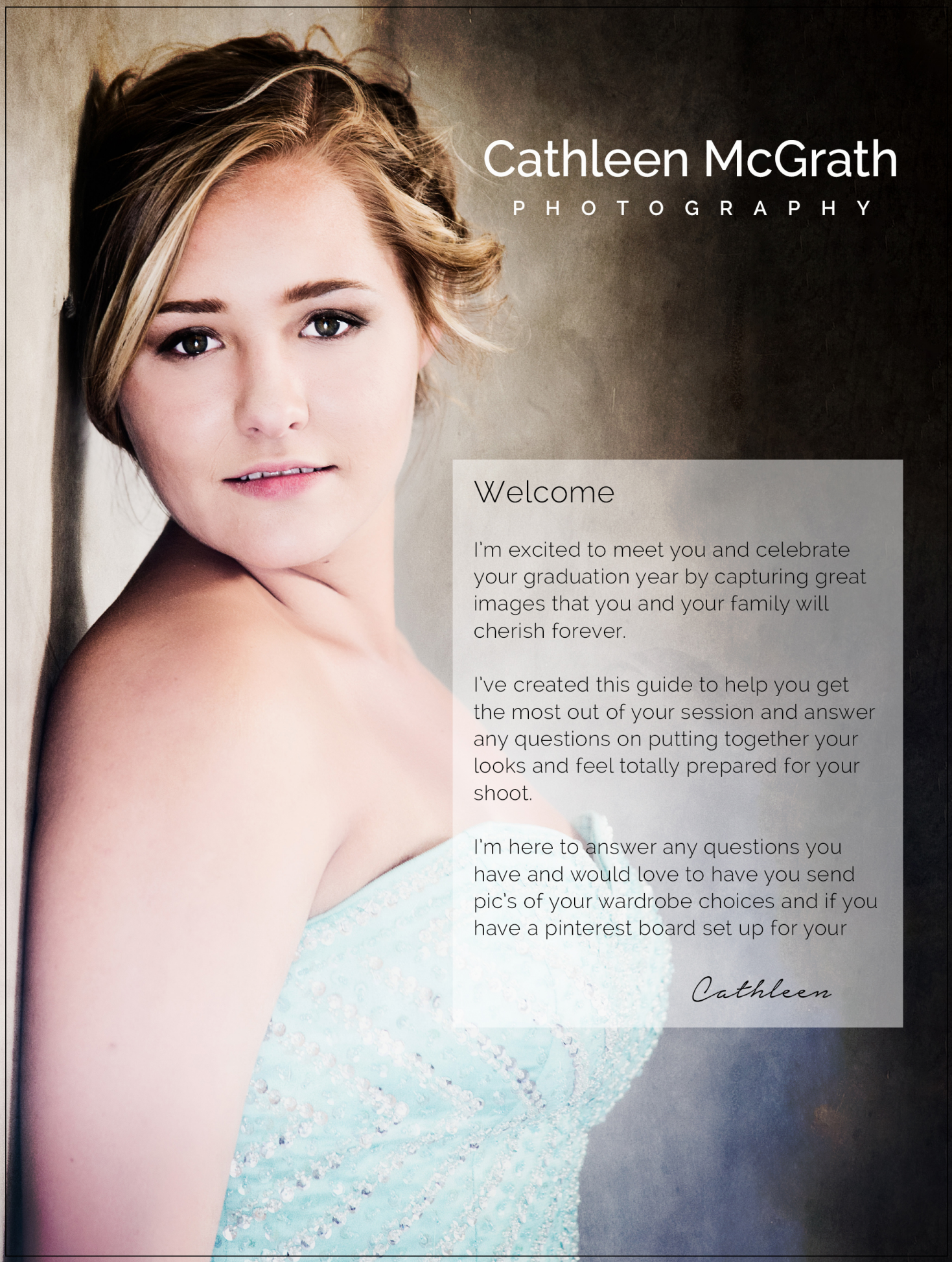
SENIOR

Cathleen McGrath
photography

2019 WHAT TO WEAR GUIDE

Confidence is your
best accessory;
never leave home
without it.



Cathleen McGrath

PHOTOGRAPHY

Welcome

I'm excited to meet you and celebrate your graduation year by capturing great images that you and your family will cherish forever.

I've created this guide to help you get the most out of your session and answer any questions on putting together your looks and feel totally prepared for your shoot.

I'm here to answer any questions you have and would love to have you send pic's of your wardrobe choices and if you have a pinterest board set up for your

Cathleen

SESSIONS TYLE

GETTING

CAMERA

READY

The beauty of your senior photo session is - it's all about making you look and feel your best. This is the time to embrace your style and to choose looks that reflect the real you. The more confident you feel in your clothing, the better you'll look in your photos.

When looking at this guide or our Pinterest.com/cmcgrathphoto,

Remember - you don't have to spend a ton to look like a million bucks. You can have just as much success piecing together looks as stylish as these at the local thrift shops as you would at other brand-name stores!

And if it all feels overwhelming, fear not! Your session includes a phone/Skype consultation to help piece together a number of fantastic looks for your session.

"style is a way of saying who you are without having to speak"

~Rachel Zoe

What does that mean? It's simple really. It means being comfortable with your look and building your wardrobe to reflect that. If you are a country girl at heart, but love leathers, find leathers that reflect your country aesthetic. Same goes if you are an urban gal, but love the flouncy country or Boho floral look too, add your own twist to your style - add a top or scarf that reflects that style to your feel. There is no rule that says you cannot have it all. You just need to define and claim it.

TOP SESSION TIPS

what
to wear

pressed, hanging clothing

bright, solid colors

layers and accessories

oversized tops paired with tailored bottoms

tailored tops with oversized bottoms

clothes that accentuate your favorite features

think accessories: hats, shoes, sunglasses

lots of variety

tops that accentuate your neckline

groomed finger, toenails

nude/neutral undergarments

what
to avoid

wrinkled clothing

small, busy patterns

short sleeves or strapless

oversized tops paired with oversized bottoms

tight tops with tight bottoms

light army green jackets

dresses with transparent lace layers

sheer/revealing clothing

too-short dresses or rompers

logos!

chipped polish

bright, distracting undergarments

Cathleen McGrath

P H O T O G R A P H Y

STYLE GUIDE

I HAVE DESIGNED THIS STYLE GUIDE AS INSPIRATION FOR MY SENIORS TO GIVE YOU SOME IDEAS FOR YOUR SHOOTS.

REMEMBER THIS IS FOR INSPIRATION, DO NOT LET YOURSELF GET OVER-WHELMED. THIS PROCESS SHOULD BE FUN AND I AM HERE TO ANSWER ANY QUESTIONS AND TO HELP YOU MAKE DECISIONS.

LET'S MAKE SURE YOU'RE PREPPED AND FEELING COMFORTABLE AND CONFIDENT THE DAY OF YOUR SHOOT.

STYLING & SESSION

FAQ'S

Refer to some of the different style types in this guide for ideas. Make sure to check my Pinterest page (www.Pinterest.com/cmcgrathphoto) for even more styling ideas based on location and theme.

HOW MANY LOOKS SHOULD I BRING?

I like to encourage my clients to bring at LEAST three completely unique looks, complete with shoes, scarves, hats, sunglasses and jewelry. Given that we will have at least two hours together, you'll have enough time for those and more.

WHERE DO I BEGIN CHOOSING COLORS AND STYLES?

Two criteria should help you start planning your wardrobe.

1. Where are we shooting? If we're in a natural setting, consider using flowing fabrics and bold colors that will stand out against the scenery. An urban setting calls for edgier clothing - often darker and more tailored, so your wardrobe doesn't clash with graffiti or the buildings.

2. Where will your photos be displayed? If your family plans to purchase canvases or prints to put in the home, think about the colors that will work best in that setting. Make sure at least one of your outfits blend well with the family decor.

WHAT ABOUT HAIR AND MAKEUP?

Your session fee includes FANTASTIC makeup services (providing we are booking your session at least a month in advance!) which will be applied by my partner Makeup Artists either at my studio or at a nearby salon, depending on your session time and date. These women truly know how to create gorgeous, camera-ready looks that will make you glow for your session.

Hairstyling services are available for an additional charge upon request.

And if you are worried about your skin - fear not! Your final photos will be retouched beautifully, so just relax and enjoy your session You're going to look spectacular!

... don't forget

Accessories

Accessories are the finishing touch and can add so much style to your outfit. They can change the look of your jeans and tee from casual to super chic and a statement necklace can change your dress from pretty to sassy or elegant.

Shoes, sunglasses, your hand bag or a hat can up your style and show your personality whether it's eclectic, sassy or fashion forward. Here's where you get to have some fun so don't forget to add those special touches.

1.

2.

3.

4.

PREP your accessories the same as you do for your outfits. Gather and pack the accessories you've chosen for each outfit in a bag and hang it on the same hanger with the coordinating outfit. It will save time and stress during your session and it helps to know everything is together the day of your session.

everyday

Casual

If your daily uniform is more sneakers and jeans than stilettos and sequins, you might not feel comfortable going all out for a super glam look. So let's take your style and run with it.

country

Casual

A little feminine, a little sassy and a lot of spunk. The trick to this look is to combine weathered, broken in staples with soft & flowing fabrics. Top off with some turquoise or silver sparkle and finally kick it into high gear with some great boots or a hat!

chic Dressup

or add in that FanGirl look you love so much

Dressy Chic and FanGirl go hand-in-hand
and a great way to have some fun!

Dressup Time!

Go Chic Dressup or have some fun by showing off your FanGirl Fashion Style (it's a thing).

Fangirl Style like fangirl passion - runs deep. Where Fashion and Fangirl meet.

The trick to incorporating your favorite movie, show or character is to avoid the literal and find the inspiration within. Let your color choices do the talking, while adding one accent piece that tells your story while still letting you shine through.

FANGIRL FASHION

floral

Elevated

This is not your grandma's wardrobe, so leave super prim and proper behind

Today's floral look combines bright and feminine colors with edgy details like leather cuffs, faux fur wraps, and spiky shoes. Or if you prefer, toss on ankle boots for an edgier take on the style.

MODERN URBAN Chic

Chances are if this is your style, your closet is filled with sleek, streamlined silhouettes in shades of black, white, gray and classic leather. Your je ne sais quoi, chic minimalist style gives you an easy confident look.

COMPONENTS

Slim silhouete pants
tailored coat/jacket
classic hand bag; silver, black or gold jewelry

VINTAGE Glam

Channel your inner Audrey, Marilyn, Twiggy or create your own fabulous starlet style with bright, bold color blocking and contrast.

And always, ALWAYS, add an attention-grabbing lip.

I ♥ VINTAGE

Hip STREET STYLE

Start with black. Add some more black. Then build it up with some great architectural bling and a splash of bold color or heavy metal. The result: photographic magic that pops in an urban setting.

CHIC HIP STREET

Call it what you will, but this look has an edge that is still refined and finished with great accessories.

Hip STREET STYLE

DRESS IT UP
DRESS IT DOWN
THAT'S THE BEAUTY
OF THIS LOOK

... seriously

Boho

Boho is more than a style; it's a way of life. Relaxed, whimsical and very in touch with nature, this look features softer, less structured fabrics, earthy tones, and touches of color.

Pair the look with luscious curly locks, braids or shiny straight hair, toss on some sunglasses and you're camera ready!

the art of makeup

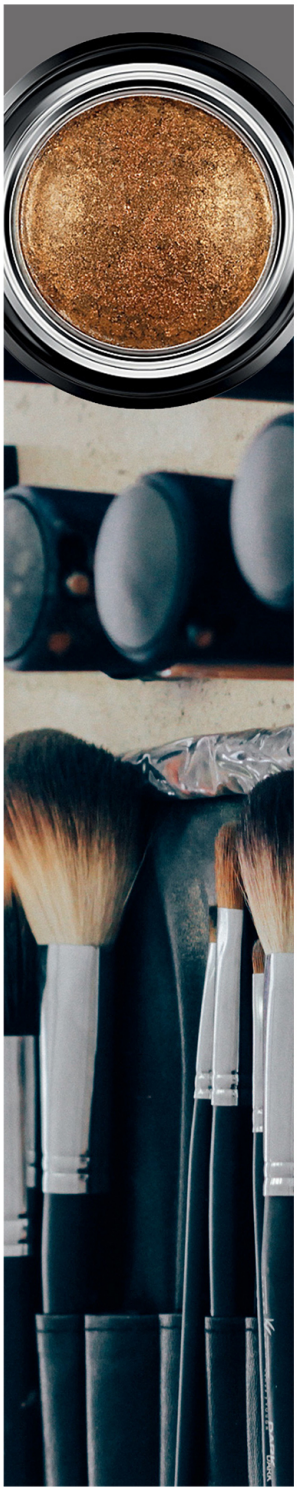
A makeup artist is just that, an artist who enhances and brings out your best features much like an artist with a paintbrush, oils and a canvas.

They can create magic whether you're looking for a natural look or full blown glamour look.

Whatever your style they will make you look your very best by choosing the colors that to make your eyes pop, give your lips that luscious look and sculpt your cheeks & nose.

You feel the confidence building as you watch the transformation and that makes you powerful. How much better can it get!

That's why you get the full treatment when you book your photography session with Cathleen McGrath Photography.



the guru of hair

Your hair starts your transformation, whether it's simple waves, curlier curls or an updo. Your hairstylist knows after discussing your style with you and me (your photographer) the look we are going for and has worked out what she can do to make that happen.

If you have images of what you are looking for, please show them to both our hair guru and myself so we're on the same page.

If we are going with more than one hair look, we always start with the hair down style and end with the updo if that is where we are headed.

At this point you just need to sit back, relax and enjoy.

session

Checklist

Double check everything you're bringing to your photo session. Make sure to hang your clothing and organize everything else so you know where to find it.

Coordinate your accessories with your outfits, then place all your accessories for each outfit in a bag and hang with the outfit they are being worn with. Organization is a big key to having your session run smoothly and be stress free.

dresses (casual & dressy)

tops (casual & dressy)

pants (casual & dress)

sweater | vest | jacket

sunglasses | hat(s) | belts

shoes (flats | heels | boots)

neutral underwear | socks

jewelry - (earrings | necklaces | bracelets)

hairbrush

lint roller

props - music / sports / hobby related

WHERE TO

SHOP

PDX Urban
PacSun
Zumiez
Urban Outfitters
Garage
American Eagle

Country Casual
Animal Traffic

Floral, Elevated
Forever 21
Tilly's
LilyBoutique.com

Chic
New York & Co.

Seriously Boho
Francesca's
BooHoo.com
Gypsy Chic
FreePeople
Stitch & Feather

Fangirl
Hot Topic
Etsy.com

Vintage/Glam
Red, White & Blue
Hollywood Vintage
UniqueVintage.com
ModCloth.com
Buffalo Exchange

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