

# WHAT TO WEAR FOR A MEN'S CORPORATE HEADSHOT

What you wear plays a major role in how your headshot turns out. The right clothing helps communicate professionalism, confidence, and approachability—while keeping the focus exactly where it should be: on your face.

Use the guide below to help you choose an outfit that reflects your industry and personal brand, photographs well, and stands the test of time.

# Dress for Your Industry and Personal Brand

Before selecting your outfit, consider how and where your headshot will be used, and who you want to appeal to.

- **Corporate, legal, finance, executive roles:**  
Traditional, conservative styling works best. Think classic suits and neutral colours.
- **Creative, tech, or modern industries:**  
You may opt for a more relaxed look—softer colours, textured fabrics, or no tie.
- **Leadership positions:**  
A slightly more formal outfit often communicates authority and confidence.

If you're unsure, it's generally better to be slightly overdressed than underdressed.

## Keep the Focus on Your Face

Your clothing should complement you, not distract from you.

- Avoid bold patterns, loud prints, or high-contrast stripes.
- Steer clear of visible logos or graphics.
- Solid colours or very subtle textures photograph best and age well.

Simple choices ensure your expression and personality remain the focal point.

## Suit Selection

- Darker suits photograph more cleanly and feel more professional.
- Navy, charcoal, and dark grey are the most reliable choices.
- Ensure your suit fits properly—especially across the shoulders, collar, and sleeves.

A well-fitted suit will always photograph better than an expensive one that doesn't fit correctly.

## Shirt Choice

- White, light blue, or soft neutral tones work best.
- Shirts should be clean, crisp, and well-pressed.
- Avoid tight collars or loose necklines that can appear sloppy on camera.

Lighter shirts tend to pair best with darker suits, creating a balanced and flattering look.

## Pairing a Shirt and Tie

If you choose to wear a tie, keep it simple and understated.

- The tie should be darker than the shirt, but not brighter than your face.
- Solid colours or subtle patterns photograph best.
- Avoid novelty designs or shiny fabrics.
- Ensure the knot is neat, centred, and the length is correct.

When in doubt, classic colours such as navy, burgundy, or charcoal are always safe choices.

## SkinCare and Other Tips

- **Stay hydrated**  
Drinking plenty of water in the days leading up to your shoot helps keep your skin looking fresh and healthy.
- **Moisturise**  
Applying moisturiser the night before and the morning of your shoot to avoid dry or flaky skin
- **Oil Blotting Sheets or Translucent Powder**  
These are ideal for reducing shine without adding texture to the skin.
- **Hair Brush or Comb**  
Useful for quick touch-ups and controlling flyaways after outfit changes.
- **Lip Balm**  
Keeps lips hydrated and natural-looking on camera.

All of these small details help return the focus to where it matters most—you.

## Grooming and Final Details

- Hair should be freshly cut, washed, and neatly styled.
- Facial hair should be well-groomed and intentional.
- Ensure shirts, trousers and jackets are dry-cleaned or ironed to avoid wrinkles. It's perfectly fine to bring outfits with you and change at the studio.
- Keep accessories minimal—simple watches are fine; bulky items are best avoided.
- Bring multiple outfit options to provide flexibility and alternatives to add variety to your headshots.

We're always happy to help you select the best options on the day.

