

# WHAT TO WEAR FOR A WOMEN'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 beautifully, 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**  
Structured, polished styling works best. Tailored blazers, classic silhouettes, and neutral tones are ideal.
- **Creative, tech, or modern industries**  
You may opt for a softer or more relaxed look—texture, colour, or layered pieces can add personality without distraction.
- **Leadership positions**  
Clean lines and confident styling often help communicate authority and professionalism.

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

## Keep the Focus on Your Face

Your clothing should enhance your presence, not compete with it.

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

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

## Outfit Selection

- Blazers, tailored jackets, and structured tops photograph exceptionally well.
- Neutral colours such as navy, charcoal, soft grey, beige, and muted tones are reliable choices.
- Ensure your outfit fits comfortably and sits well when standing and seated.

Clothing that pulls, creases, or feels restrictive can become noticeable on camera.

## Necklines and Top Choices

- Clean, simple necklines photograph best—crew, soft V-necks, scoop necks, or collared styles work well.
- Avoid very low-cut tops or high necklines that sit tightly against the throat.

- Sleeves or structured shoulders help create balance and polish in portraits. Avoid capped sleeves as they make you look wider.

Layering with a blazer or jacket often adds shape and professionalism.

## Colour and Fabric Considerations

- Matte fabrics photograph better than shiny or reflective materials.
- Avoid fine stripes or tight patterns that may create visual distortion on camera.
- Choose colours that complement your skin tone rather than overpower it.

If you're unsure, darker outer layers paired with lighter inner tops are a flattering and safe combination.

## Skincare, Makeup, and Personal Preparation

Small details make a noticeable difference in your final images.

- **Stay hydrated.** Drinking plenty of water in the days leading up to your shoot helps maintain healthy-looking skin.
- **Moisturise.** Apply moisturiser the night before and again on the morning of your shoot to keep skin smooth and fresh.
- **Makeup.** Aim for natural and polished. Even if you don't usually wear much makeup, light foundation, subtle eye definition, and a natural lip colour can help even out skin tone under studio lighting.
- **Oil blotting sheets or translucent powder.** Useful for reducing shine without adding heaviness or texture.
- **Lip balm.** Keeps lips hydrated and natural-looking on camera.

## Hair, Jewellery, and Accessories

- Hair should be fresh and clean, and neatly styled and worn in a way that feels natural and confident for you.
- Avoid styles that fall heavily across the face or require constant adjustment.
- Keep jewellery simple and minimal—small earrings and delicate necklaces photograph best.
- Avoid large, noisy, or highly reflective accessories.

Accessories should support your look, not draw attention away from your expression.

## Grooming and Final Details

- Ensure clothing is steamed or ironed to remove wrinkles. You're welcome to bring outfits with you and change at the studio.
- Avoid heavy fragrances on the day of your shoot.
- If you're unsure about your outfit, bring multiple options to provide flexibility.

We're always happy to help you select the most flattering choice on the day.

