



# COLORS AND YOUR SKIN

A GUIDE TO FINDING THE RIGHT COLOR WARDROBE  
TO MATCH YOUR SKIN PERFECTLY  
FOR YOUR PORTRAITS





the perfect  
wardrobe

COOL

ORS

for  
your skin



# HELLO!



Wearing the right colors in your wardrobe to accent your skin tone for the camera is very important to making sure your images have the perfect pop and wow factor.

Truth is, not every color looks good on everyone, and wearing the right colors will take the outcome of your portraits to a whole new level. Experience feeling beautiful as everything blends together!

Using this guide will help you tremendously as you're out shopping and piecing your wardrobe together for your photo session. Actively using the guide will take out a good portion of the guesswork and asking yourself "will this look ok?"

Keep in mind if you're choosing an outfit, shirt, pants, etc. that has stripes, polka dots, sequins, or any sort of pattern you want to still ensure the colors are within your color palette to accent your skin.

If your photo session will include more than one person, use this guide per individual person's skin tones and find colors that will complement each other and your own skin tone at the same time.

My hope is that this guide will make shopping for the perfect wardrobe for your upcoming photo session fun and exciting. I can't wait for your shoot and know your portraits will be incredible!









# ALL STAR COLORS

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As you look this guide over, one thing to keep in mind is there are 3 beautiful colors that will work on any skin tone, you can't go wrong with these, no matter what! We'll call them our All Star colors because they work all the way around:



TEAL



PURPLE



NAVY

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# LIGHT / FAIR SKIN

These colors will work beautifully with your light skin tone, light hair and light colored eyes. If your skin is fair you may have peachy and/or rosy undertones and maybe even have freckles; earth toned colors will work beautifully on your skin. Alternatively you may have a more flat skin tone with cool/blue undertone very minimal color, almost ashy and gray in which wearing rosy/pink toned colors will help bring color to your skin and photograph beautifully.

You'll want to *avoid* neons or super bright colors they will clash against your skin. You should also avoid black as it may look too harsh against your skin on camera and can possibly cause your skin to look extremely pale. White tends to wash you out and also brings out either the green or blue undertones of your skin instead of the natural beautiful pink and peach tones that will look so beautiful on camera.



Choose any of these colors to accent your light skin:







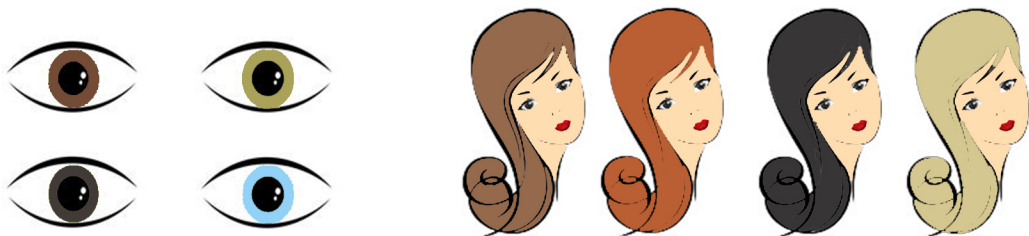


# MEDIUM TO OLIVE SKIN

These colors will work beautifully with your medium to olive skin. You'll want to stick with colors that will compliment your skin in ways that are opposite. Rich, jewel tones or even brighter toned colors will bring out the warmth in your skin. Deep colors such as any shade of rich navy, royal blue, ruby, emerald or a deep pink are going to be incredibly flattering for you.

If you have more of an olive tint to your skin a bright pink, red, or any shade of orange will help bring out the warmth in your skin, yet shades of rich emerald or apple green will also extract the gorgeous brown tones to your skin and look beautiful on camera.

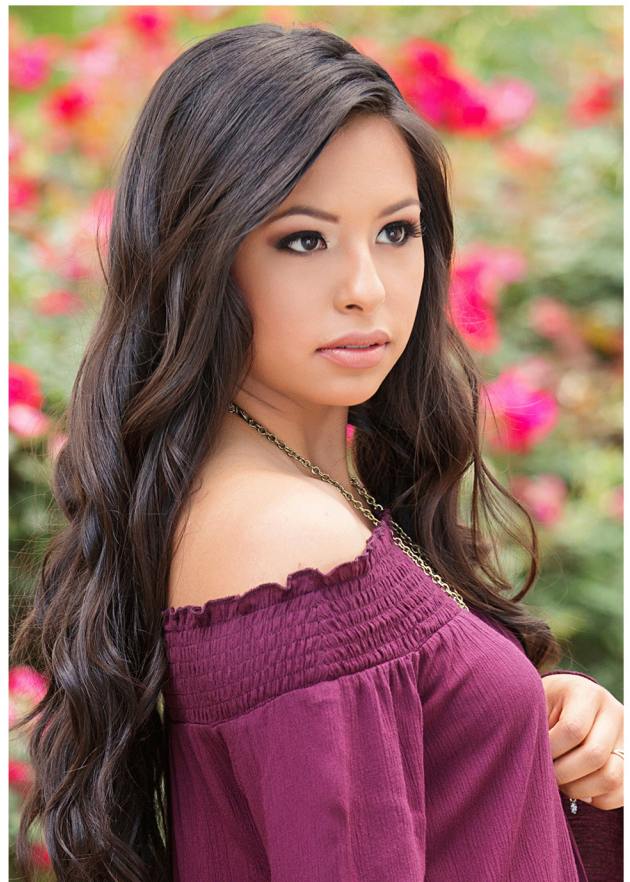
You'll want to *avoid* brown, beige and tan colors, as well as pastel colors. These colors will add a gray hue to your skin and bring out an ashy-gray tone.



Choose any of these colors to accent the warmth in your skin:









# DEEP / RICH SKIN

These colors will work beautifully with your deep skin, dark hair and dark colored eyes. Most women of color fall into this category. For you, think opposites attract on the color wheel, your skin will look absolutely beautiful with pastel tones but also bright, rich colors as well. You can wear any shade of purple from lavender to royal purple, rose pink to fuschia tones, yellow, red and orange tones along with gold and bronze will bring out a gorgeous warmth to your skin that will pop and be so incredibly flattering.

You'll want to *avoid* brown and tan colors, and also cool colors like light blue, gray or silver. These colors are too similar to your skin tones and blend too much on camera; instead you should be looking to compliment your skin. You should also avoid black as it may soak up too much light around you in camera when coupled with your darker skin, hair and dark eyes.



Choose any of these colors to accent your rich dark skin:









# CLEAR / COOL SKIN

Clear/Cool skin is classified between warm and cool skin and is usually those who have dark hair and clear/light colored eyes (like Megan Fox!), or red hair with very fair skin and clear colored eyes. Rich colors with cool hues will add a gorgeous addition to your already dramatic and beautiful contrast. Using these colors will bring out the color pop of your eyes even more!

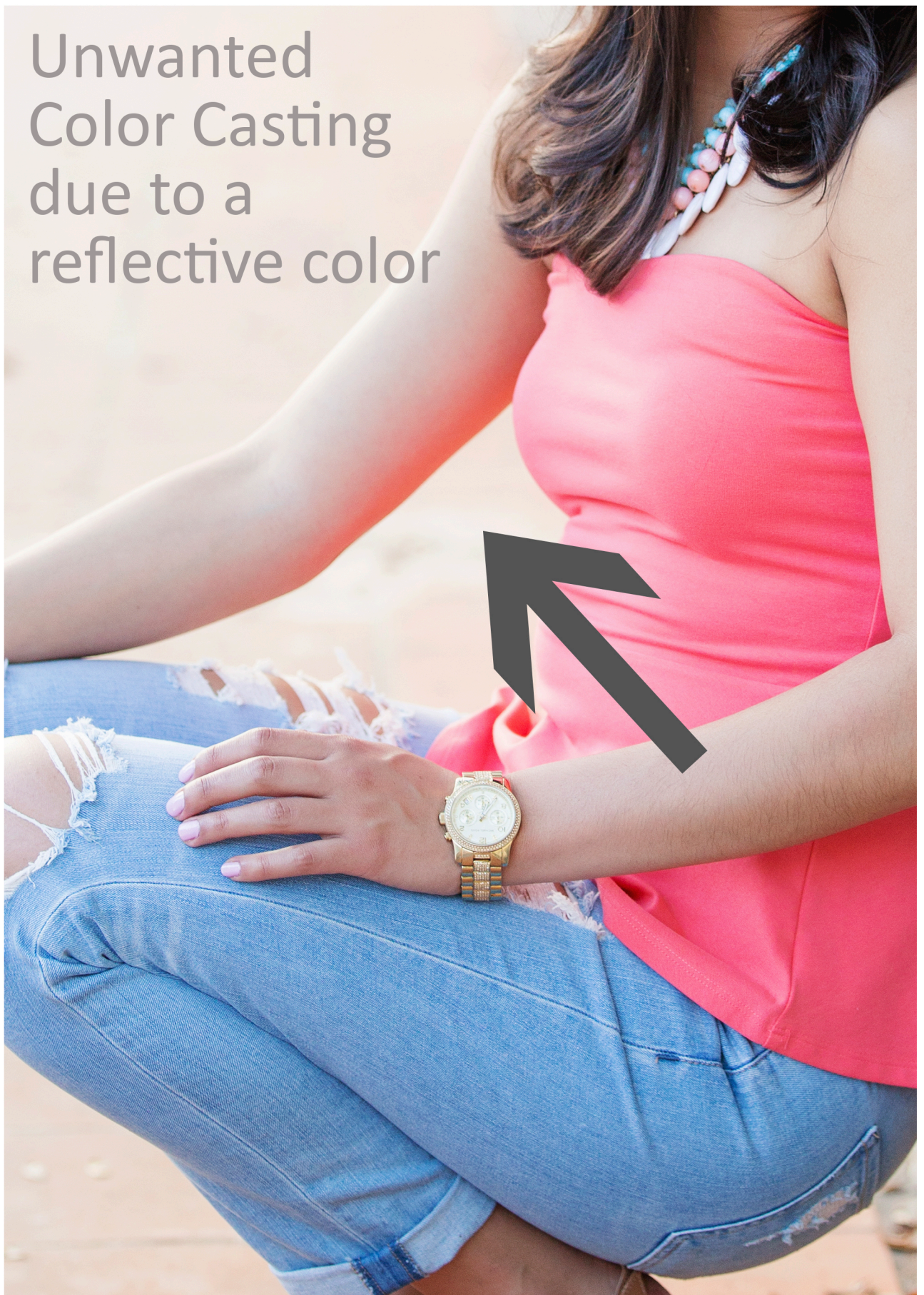


Choose any of these colors to add more pop to your already dramatic dark hair and light eyes:





Unwanted  
Color Casting  
due to a  
reflective color





# AVOID / LIMIT

Some colors do not look good on camera regardless of skin tones and should be avoided completely or used very sparingly.

Please, when looking for wardrobe for your photo session avoid all neon tones: hot pink, neon yellow, neon green and highlighter toned orange. These colors will reflect onto your skin, under your chin, on your arms, and onto your neck which is not flattering and cannot be fixed.

Solid white and black can photograph beautifully depending on your skin tones, however it is suggested to use these colors sparingly. White can reflect on camera and black can soak up too much color around you in a photo. Depending on how much black it can be drab and dark versus bright and colorful. There are many beautiful colors out there, add gorgeous pops of color and have fun with it!

## AVOID COMPLETELY:



BRIGHT  
YELLOW



HOT  
PINK



NEON  
GREEN

## LIMIT:



BLACK



WHITE

