

SPRING/SUMMER • ISSUE 1

ENGAGEMENT

the

STYLE GUIDE

ISSUE 1

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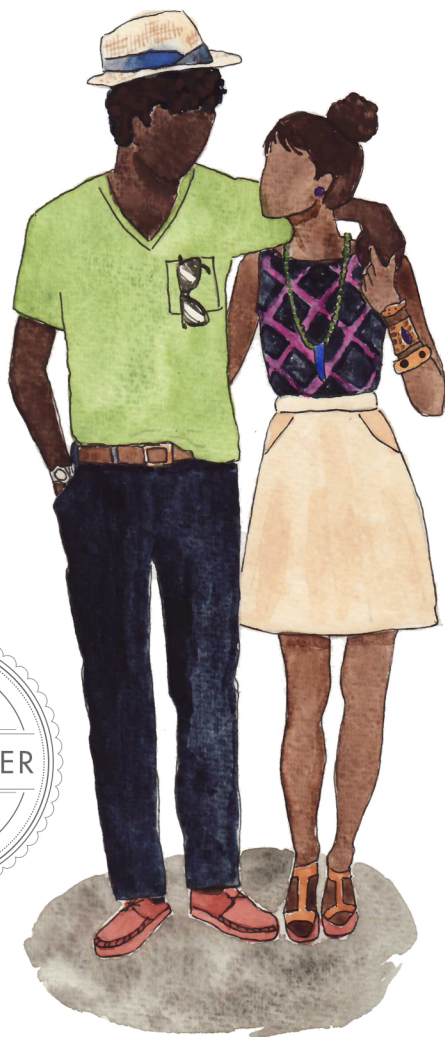
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PHOTOGRAPHY

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TIPS *from the pros* FOR ENGAGEMENTS

1	<i>Don't be afraid to go with a theme, anything that represents you as a couple and your lifestyle - casual, classic, bohemian, formal.</i>
2	<i>Great clothing choices are the most flattering look couples can move in. Stay away from restrictive, overly fussy options.</i>
3	<i>Clothing should be the same level of formality. It's hard to marry a look when one person is all buttoned up and someone else is in sneakers and a t-shirt, unless you're going for the 'opposites attract' vibe.</i>
4	<i>Fitted clothes translate better to photographs than baggy ones. Bring an elastic brown or black belt to cinch dresses and blouses that may look bulky on camera.</i>
5	<i>Try to avoid wearing a lot of white. Not only can white totally wash a person out, it easily picks up pesky color casts, and can blow out the highlights preventing good skin tones.</i>
6	<i>Don't skimp on the accessories. Accessorizing your outfits with things like headbands, hats, jewelry, jackets, and boots can create a very stylized look.</i>
7	<i>Color, texture, and layers are important. Layering it up adds tremendous depth to the photograph. So instead of wearing a shirt and jeans, try adding a scarf, jacket, and some fun accessories.</i>
8	<i>Adding a pop of color to your outfit can really make a photo. Red shoes, a yellow jacket, a bright scarf or a fun piece of jewelry are great ways to add color.</i>
9	<i>Sleeveless shirts, high necklines, turtlenecks and clothes with logos/writing on them don't provide timeless looks like more traditional clothing choices will.</i>
10	<i>Try to coordinate outfits without looking overly "matchy". Avoid wearing the same colors and instead, find a color palette you love and piece together items from that palette that are complimentary to one another.</i>



DESCRIPTION	LOCATION PAIRINGS
<p><i>Always ahead of the curve, this couple knows how to piece together all the best of each era in a hot new way. Her feminine yet bold print and cinched high waist pairs nicely with his straw fedora, wallabies and casual v-neck.</i></p>	<ul style="list-style-type: none"> • gazebo • terrace • city center • airplane hangar • lamp post • chic hotel
COLOR PALETTE	



DESCRIPTION

For the couple who exercises a modest sense of class, try pairing traditional pieces with modern hues and complementing the blend with sensible accessories that pop. Moderation and timelessness are key to creating this clean style.

COLOR PALETTE



LOCATION PAIRINGS

- summer lodge
- golf course
- beach dunes
- sailboat
- front porch
- beneath a tree



DESCRIPTION

Flowing comfortable fabrics comprise every inch of this soft and sweet couple's look. Natural tones and fibers, classic patterns and earthy accessories make this style look effortless yet composed.

COLOR PALETTE



LOCATION PAIRINGS

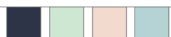
- orchard
- picnic table
- garden
- riverside
- haystacks
- wheat field



DESCRIPTION

Muted tones, retro accessories and a clever mix of casual elements are styled together to create a look for this hip and stylish street-smart couple. Draw on trendy elements from unassuming styles, like loafers, rolled pants and cool graphic tees.

COLOR PALETTE



LOCATION PAIRINGS

- urban bridge
- trolley stop
- record store
- city park
- bicycle shop
- art gallery