

the

# STYLE GUIDE

*your guide to exceptional style and  
flattering looks for your best portrait ever*



*presented by*  
**A Life Condensed**  
photography

*the*

STYLE  
GUIDE

ISSUE 1

FALL/WINTER

*the*

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ENGAGEMENT

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ENGAGEMENT

A Life *Condensed* Photography  
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DESCRIPTION	LOCATION PAIRINGS
<p><i>They're socially in the know, and their fashion shows a mix of fun and funky, past and present. Long hemlines with wedges and jackets with patterned shirts and ties show fashion confidence.</i></p>	<ul style="list-style-type: none"> <li>• urban alley</li> <li>• rooftop garden</li> <li>• walk up stairsteps</li> <li>• art museum</li> <li>• wine bar</li> <li>• dozentown area</li> </ul>
<p>COLOR PALETTE</p> 	




DESCRIPTION	LOCATION PAIRINGS
<p><i>Classic brands and less blingy, layered, modest looks still bring pops of primary colors mixed with earth tones for down to earth sensibility. Legs are nude and shoes and accessories are at a minimum.</i></p>	<ul style="list-style-type: none"> <li>• the park</li> <li>• ice skating rink</li> <li>• country club</li> <li>• boathouse</li> <li>• garden</li> <li>• fireplace</li> </ul>
<p><b>COLOR PALETTE</b></p> 	



DESCRIPTION	LOCATION PAIRINGS
<p><i>Cute and cultured with room to move, layered, comfy looks are punctuated by the occasional accessory, like a cute belt or some swank boots. This look is about soft, fun and functional fashion.</i></p>	<ul style="list-style-type: none"> <li>• tree farm</li> <li>• pier</li> <li>• vineyard</li> <li>• barn</li> <li>• log cabin</li> <li>• café</li> </ul>
<p>COLOR PALETTE</p> 	



DESCRIPTION	LOCATION PAIRINGS
<p><i>Clever and creative, skinny jeans, flannel and black leather mesh with urban street smarts for conscientious fashion. Glasses are a statement, and laces on shoes share intricate workings of the socially conscious couple.</i></p>	<ul style="list-style-type: none"> <li>• café</li> <li>• train station</li> <li>• local farmers' market</li> <li>• book store</li> <li>• urban alley</li> <li>• graffiti wall</li> </ul>
<p>COLOR PALETTE</p> 	

# TIPS *from the pros* FOR ENGAGEMENTS

1	Don't be afraid to go with a theme, anything that represents couples and their lifestyle - casual, classic, bohemian, formal.
2	Great clothing choices are the most flattering look couples can move in. Stay away from restrictive, overly fussy options.
3	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.
4	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.
5	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.
6	Don't skimp on the accessories. Accessorizing your outfits with things like headbands, hats, jewelry, jackets, and boots can create a very stylized look.
7	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.
8	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.
9	Sleeveless shirts, high necklines, turtlenecks and clothes with logos/writing on them don't provide timeless looks like more traditional clothing choices will.
10	Try to coordinate outfits without looking overly "matchy". Avoid wearing same colors and instead, find a color palette you love and piece together items from that palette that are complimentary to one another.