



How to Dress for Your Coastal Photoshoot





First things first: The Coast can be spicy.

Weather here changes fast. Waves sneak up on you. Wind has opinions. Every coastal photographer agrees: layers are your best friend.

Bring the following to stay warm and comfortable during your shoot:

- ▶ A warm layer like a sweater, cardigan or denim jacket. Make sure it's something you don't mind getting wet.
- ▶ A tee or tank to wear as a backup layer if the conditions calls for it.
- ▶ A towel or two to dry off and un-sand yourself.
- ▶ A change of clothes for afterward.

Remember, even if the forecast says sunshine, the ocean will absolutely ignore it. Prepare for rain, mist, and the occasional "surprise, you're wet up to your ankles now."

The right clothes will make your photos look incredible.

These aren't arbitrary — they're based on what consistently photographs well and what works with my warm and moody editing style.

- ▶ **No logos or brand names.** Unless you're sponsored and we're about to make money off this, skip the branding. Logos distract and pull focus away from the moment.
- ▶ **No stripes or bold patterns.** Photographers everywhere agree: stripes distort, patterns fight the scenery, and solids always win.
- ▶ **Stick to solid basics + accent pieces.** Think simple tops, denim, cozy knits, layered neutrals. Add texture with scarves, hats, jewelry, or a great jacket.
- ▶ **Coordinate, don't match.** You're not a family band. Choose colors that complement each other rather than identical outfits.
- ▶ **Flowing garments = coastal magic.** Dresses, skirts, oversized sweaters, loose blouses — anything that catches the wind adds movement and romance. Nearly every beach photographer swears by flowy silhouettes.
- ▶ **Choose movement-friendly outfits.** You will walk, climb rocks, splash in water, sit in sand, and maybe run from a rogue wave. Wear clothes that let you move.

- ▶ **Concert tees are absolutely allowed.** They're personal, cool, and photograph beautifully when paired with jeans — especially if your partner wears solids.
- ▶ **Follow the flannel rule.** ONE flannel is iconic here, but two flannels = lumberjack duel. One flannel is coastal chic. Two is chaos.

My favorite outfit combos that always work.

These are tried-and-true looks that photograph beautifully on the Oregon coast:

- ▶ **Jeans + flowing blouse or simple tee.** Casual, timeless, and perfect for movement.
- ▶ **Denim jackets.** Add structure and texture without overwhelming the frame.
- ▶ **Sweaters layered over tees or tanks.** Cozy, coastal, and great for wind.
- ▶ **One (1) flannel.** Iconic, but only one person gets to wear it so choose wisely.

Choose the right colors and tones.

Colors can make or break a shoot. Selecting the right tones ensure your outfit meshes with my warm moody editing style and the coastal palette.

Pick these colors:

- ✓ Black, Blue, Grey
- ✓ Earth Tones (Tan, Brown, Olive, Rust, Cream)

Avoid these colors:

- ✗ Yellow, Purple, Bright Greens, Orange, Red

Parting thoughts.

- ▶ You're at the coast. Sand will happen. Water will happen. Mud might happen. Bare feet photograph beautifully, and messy toes are part of the coastal charm you're here to experience.
- ▶ Pick an outfit that's comfortable and feels like you. Comfort = confidence = better photos.
- ▶ Follow these recommendations. Let my decades of experience guide you — and if you have any questions — reach out!



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