



Your Branding Lookbook

by

White Room Studio

Posing



Strike a Pose

GENERAL TIPS

Begin by angling your face towards the camera, starting with an upright posture.

Gently tilt your chin slightly while keeping steady eye contact with the lens.

Relax and roll back your shoulders for a more natural pose.

Don't forget to "smile" with your eyes and show some teeth for a friendlier smile!

WRS



WHITE ROOM STUDIO PRO

We understand that having your headshots taken can be intimidating. That's why our photography team strives to make sure your photo shoot is casual and enjoyable.

What to Expect at White Room Studio:

- Our experienced photographers will walk you through each step of the photo shoot, giving you tips and tricks on how to pose.
- Mirroring is an important part of posing. Your photographer will first demonstrate different poses for you to mirror, taking the time to guide you if necessary.

The golden rule for dressing up for a corporate photo shoot? Dress like how you would show up for a job interview.



Outfit

FOR THE LADIES

To present a professional and business-ready look, choose a top with clean lines and safe colours, such as white, black, gray or navy blue.

If you wish to showcase a little more of your personality, we recommend one piece dresses in a solid-colour which will look great when photographed.

Do avoid stripes or patterns, puffy sleeves, blazers with thick shoulder pads, or dresses that are too loose or too figure-hugging. Instead, opt for well-fitting clothes. You can bring along accessories like watches or earrings to enhance your look.



Suit up



FOR THE GENTS

During your photo shoot, we may take a variety of half and full body shots, so matching your suit and pants is important to achieve a professional business look.

We recommend wearing and bringing a couple of ties that match your suit as well. Avoid loud patterns or large prints. A solid-coloured tie always works best!

You can also come in a button-up vest and layer it with a blazer on top, for an extra business formal look. Or tuck in a pocket square for a subtle fashion statement.

Dress shoes are also important especially when posing for full body shots, or when seated with your legs crossed. Do wear high socks to complete your outfit.

Outfit



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Working with Textures



Textures can play an important role in how your pictures turn out, depending on the look and feel you want to achieve.

If you're afraid that sticking to solid colours might dull your photos, not to worry. Instead, go for textured fabrics like chiffon, silk or leather – these will photograph nicely and lend a fine-art quality to the overall image.

It also helps to make sure that your clothes are ironed and there are minimal creases.

At White Room Studio, we have a dedicated guest lounge and fully equipped changing room complete with a garment steamer, for you to get ready before your shoot.



Outfit

This is ME



Props

WHAT TO BRING FOR YOUR SHOOT

We love meeting professionals from every industry and all walks of life.

Besides wearing the right outfit, we encourage you to bring along any props that might elevate your photo shoot and help you tell your story.

It could be your most cherished rolling pin, a stethoscope or even an electric guitar!

If you wish to bring a few items with you, do inform our studio's team ahead of time so we can creatively plan your photo shoot around your props.

Take a look at how our clients express their personal brand!



Makeup

The right makeup can help to enhance your features and create a confident yet sophisticated look.

To achieve the right contrast between your skin tone and features, you can choose a matte foundation one shade lighter than your complexion.

The focus of a portrait is often the eyes, so any eye makeup should be applied delicately. Neutral colours will work best. A bold lip colour can also spice up your look!

Try to avoid applying sunscreen before your photo shoot as the coverage will be too reflective for studio lights.

Subtle Sophistication



Hair



Looking Smart

When it comes to hairstyling, we recommend choosing a look that's consistent with what you would present in the workplace.

For ladies with more length, a gentle blowout will add some volume to your hair.

If you have short hair, take the time to comb and style it, keeping any flyaways in place.

For men, you can use products like hair gel or hair spray to create a neat and polished appearance.

No time to prep? Our professional in-house makeup artist will create a look that best suits you. Additional charges apply.



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HOURS

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