

# Corporate Headshot

Corporate headshots are essential for marketing yourself and your business. Your headshot isn't just a static representation of your face. It's a strategic tool in personal and corporate branding. Though rewarding, the experience can be stressful and uncomfortable. Here are some tips to ensure a smooth photoshoot.

## A. Corporate Headshot Preparation Checklist

- **Mindset:** Approach the session with an open mind and positive energy.
- **Stay Hydrated:** Drinking plenty of water in the days leading up ensures a fresh complexion.
- **Face Care:** A simple face wash to keep your skin looking its best.

## B. What to Wear for a Corporate Headshot

### For Women

- **Suits & Blazers:** Tailored blazers in solid colours. Consider a feminine touch with softer materials or subtle patterns.
- **Blouses:** Neutral tones like white, beige, or soft pastels. Avoid excessively bright colours or distracting patterns.
- **Dresses:** A sheath dress or A-line in a solid colour or subtle pattern works best.
- **Accessories:** Simple is key. Think small earrings, delicate necklaces, and avoid overly shiny jewellery.
- **Footwear:** Closed-toe heels or flats in neutral colours.
- **Casual Options:** Well-fitted jeans, clean sneakers or ankle boots, T-shirts in plain colours or subtle patterns, light jackets or sweaters, and Henley shirts for a comfortable yet stylish look.

### For Men

- **Suits:** Classic looks in navy blue, charcoal grey, or deep black. Modern options could include patterns like herringbone or subtle plaids.
- **Ties (Optional):** Colours that complement the suit, ranging from classic deep reds to modern patterns.
- **Accessories:** Cufflinks, pocket squares, and watches—choose items that reflect your style without overwhelming the look.
- **Footwear:** Black or brown Oxfords for formal shots and clean sneakers or desert boots for more casual settings.

## C. Corporate Headshot Grooming Tips

- **Stick to the Basics:** Freshly washed hair, trimmed nails, moisturized skin, well-groomed eyebrows, and yes, no overlooked nose hairs.
- **Makeup and Facial Hair:** Light makeup that enhances features without being dramatic. Opt for a matte foundation to avoid shine under studio lights. Wearing glossy or dewy makeup causes reflection on the skin and is not very flattering. Ensure facial hair is neat or opt for a smooth shave.
- **You may consider using a Hair and Makeup Artist (HMUA).** If you need help with this please let me know and I can refer you to a HMUA professional, which will incur an additional cost.

## Common Mistakes in Corporate Headshots

### A. Corporate Headshot Mistakes to Avoid

- **Wearing Distracting Clothing:** Overly bright colours, complex patterns, or logos can divert attention from the face.
- **Overdoing Makeup or Hairstyle:** While makeup and hairstyling are crucial, going overboard can detract from one's natural features.
- **Inauthentic Expressions:** A forced smile or a facial expression that doesn't feel genuine can negatively impact the viewer's perception.
- **Mismatched Attire:** Wearing attire that doesn't align with the professional context can send the wrong message.

Finally, be yourself, trust the process and the photographer and you will look amazing.