

The Thursday Photography Maternity Style Guide

How to look and feel your best for your at-home session

Congratulations! This is such a fleeting, beautiful season of your life. Our goal is to capture the connection between you and your growing baby in the most natural, timeless way possible. Since we are shooting in the comfort of your home, we want your wardrobe to reflect that relaxed yet polished "at-home" vibe.

The Golden Rule: Texture Over Prints

Busy patterns, giant logos, or neon colors can distract from the star of the show: **your bump**. **Choose:** Lace, chunky knits, linen, silk, or ribbed fabrics. These add depth and "soul" to a photo without being distracting.

- **Avoid:** Small checkers, thin stripes (they can cause a "vibrate" effect on camera), and large graphic tees.
-

The Color Palette

To keep your photos feeling airy and timeless, we recommend a **neutral or "earth-toned" palette**.

- **Soft Neutrals:** Cream, beige, oatmeal, and white.
 - **Muted Earth Tones:** Dusty rose, sage green, terracotta, slate blue, or mustard.
 - **Why?** These colors reflect light beautifully onto your skin, giving you that "maternity glow" rather than casting harsh shadows.
-

Choosing Your Silhouette

Since you are providing your own wardrobe, look for these three classic styles in your closet:

- **The Maxi/Midi Dress:** A flowy dress that cinches *above* the bump defines your shape perfectly. Look for dresses with movement.
 - **The Bodycon:** If you want to show off the silhouette of your bump, a form-fitting ribbed or jersey dress is stunning.
 - **The "At-Home" Casual:** A pair of unbuttoned maternity jeans with a simple white crop top or a cozy oversized knit cardigan over a lace bralette. This looks incredibly intimate and authentic for home sessions.
-

Don't Forget the Layers

Layers add variety to your gallery without a full outfit change.

- An open button-down shirt (denim or white linen).
 - A long, chunky cardigan.
 - A kimono or sheer robe
-

For the Partner & Siblings

The goal is to **coordinate, not match**.

- **Avoid:** Everyone in the exact same white t-shirt and jeans.
 - **Do:** Pick a "lead" color from your dress and have others wear complementary tones. If you're in a dusty rose dress, your partner could wear a cream henley and tan chinos.
 - **Shoes:** Since we are at home, bare feet are often the most natural and beautiful choice! If you prefer shoes, keep them clean and neutral.
-

Quick Prep Checklist:

- **Steam/Iron:** Camera lenses pick up every wrinkle!
- **Undergarments:** Wear nude-colored, seamless underwear. If wearing a white dress, avoid white underwear (nude is invisible; white shows!).
- **Nails:** Your hands will be on your bump in almost every shot. Neutral or clear polish works best.
- **Comfort:** If you don't feel like "you" in an outfit, it will show in your expression. Pick what makes you feel beautiful.

Capturing the Great Outdoors

Special considerations for your outdoor session.

When we move from your living room to a local park or the foothills, the "rules" change slightly. We want you to stand out against the natural backdrop, not blend into the trees!

Color Strategy: Contrast is Key

In an outdoor setting, we want to choose colors that contrast with the environment:

- **In Greenery (Parks/Forests):** Avoid wearing green! Instead, go for **creams, soft rust, or dusty blues** to pop against the foliage.
 - **In the Fall (Golden Hour):** Deep **teals, navy, or rich maroons** look stunning against the orange and yellow leaves.
 - **In Winter (Snow):** Avoid pure white (you'll disappear!). Go for **saturated earth tones** like emerald, camel, or a deep rose
-

The Power of Movement

Outdoors, we often have a bit of a breeze. Use this to your advantage!

- **Fabric:** Look for "breathable" fabrics like **chiffon, lace, or thin linen**.
 - **The "Flow" Factor:** A long maxi dress with a slit or extra fabric allows the wind to catch it, creating those epic, high-end maternity shots that feel cinematic.
-

Layering for the Alberta Climate

As we know, the weather in Calgary can change in five minutes.

- **Functional Fashion:** Bring a stylish **wide-brimmed hat, a denim jacket, or a textured shawl**. These aren't just for warmth; they provide a second "look" without a full outfit change.
 - **Footwear:** Ditch the stilettos! For outdoor sessions, **leather booties, clean sandals, or even dressy flats** are much safer and more practical for walking through grass or trails
-

Pro-Tips for Outdoor Prep:

- **The "Under-Layer":** If it's a chilly Calgary evening, wear a pair of **nude maternity leggings** under your long dress. No one will see them, and you'll stay much more relaxed!
- **Bug Spray & Water:** Especially for summer sessions at sunset (the best light!), come prepared so you aren't distracted by pesky guests.
- **Hair:** Outdoor wind is unpredictable. If you have long hair, consider a "half-up, half-down" style or a loose braid to keep hair out of your face while still looking soft and natural.