

The Ultimate
Shopping Guide for your
Equestrian Portrait Session



jeni jo
P H O T O G R A P H Y

I'm so excited that you're here!

I know just how overwhelming and stressful it can be to find those few perfect outfits to wear for your special session! My most asked question when preparing for a shoot is "can you help me decide what to wear?!"



and that's why I'm here to help!!

I've scoured the malls and internet to not only find the best places to shop for sooo many cute clothes, but I'm also going to help you figure out *what* to look for when shopping! In this guide we'll be diving into:

- 5 things to consider when choosing outfits
- how to dress for your body shape
- my top places to shop

Most of this information is gathered from my personal experiences and some is referenced from various sources online!

Pre - Shopping Considerations

outfits THINGS TO KEEP IN MIND

PURPOSE OF THE PHOTOS

- If these are for your senior portraits or really any other reason besides ads: wear what makes you feel most comfortable and happy!
- If the are photos will be used for an ad, I'd talk with your trainer & graphic designer to get a vision of the color theme you'll want to use

SEASON AND LOCATION

- Always dress according to the time of year!
- Casual outfits and show clothes look best around the barn
- Dresses/skirts generally look best on the beach, sand dunes, or forest
- Show clothes, casual, and dresses *all* look great in a field



THE COLOR OF YOUR HORSE

- Black, cream/white, and denim are universal & go with *any* color horse!



- Sorrel, chestnut, and red roans look great with soft earthy tones like ivory, cream, grey, tan, rust, chocolate, olive green, or gold
- Bay, grey, black, white, and blue roans pair well with jewel tones like blue, purple, pink, yellow, maroon, and red



◦ Palomino, buckskin, and grullos go with just about any color!



- With multiple horses: you're safe to stick with neutral tones like ivory, cream, tan, and black, or soft shade of color like blush pink, powder blue, pale yellow, peach, or denim



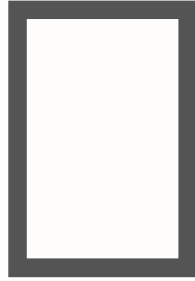
THE FIT AND STYLE OF YOUR CLOTHES

- Always keep functionality in mind! You'll want to be able to sit, lay, kneel, stand, walk, raise your arms up, hug, etc.
- Wear nude color spandex under your dress or skirt to make getting on your horse or sitting easier

COMFORT AND CONFIDENCE

- Only bring outfits that you love, feel comfortable in, and are truly *you*. If you don't feel confident in your clothes it'll show in your photos

DO YOU KNOW YOUR *Body Shape?*



Lean Column

Create Visual Balance:

- Use layering: sweater, cardigan, etc.
- Wear high waisted styles

Avoid:

- Long straight fitted lines in dresses, pants, and sleeves
- Tops & dresses with square necklines



Hour Glass

Create Visual Balance:

- This shape is most flexible when it comes to wearing different styles in clothing

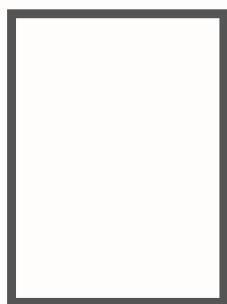
Avoid:

- Any styles & shapes that hide your body shape



DO YOU KNOW YOUR

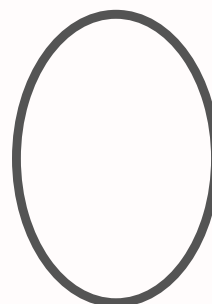
Body Shape?



Rectangle

Create Visual Balance:

- Unstructured jackets that gently shape the waist
- Wrap dresses, or belted dresses



Apple

Create Visual Balance:

- Keep the clothing line straight to slightly fitted
- Keep details above the bust line & below the hip line

Avoid:

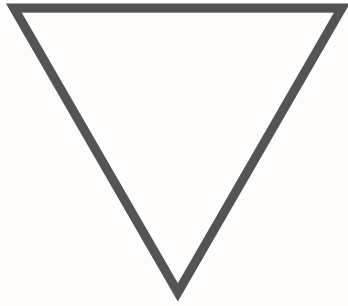
- Boxy jackets or sweaters
- Square toe boots/shoes

Avoid:

- Excessive fabric in the mid section
- Gathered or tiered skirts



DO YOU KNOW YOUR *Body Shape?*



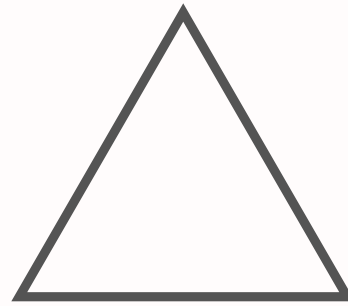
Inverted Triangle

Create Visual Balance:

- Keep details & anything that creates volume to your lower half. Keep your top half clean & uncluttered
- Use waist details: cinched top, belt

Avoid:

- Narrowing hemlines: pencil skirts or skinny jeans
- Volume on top half: scarves, ruffles, etc.



Pear

Create Visual Balance:

- Your jackets & tops should end above the widest point of your hips
- Layering on your top half
- Fitted styles around your waist

Avoid:

- Details, patterns, pockets on your thigh & hip area
- Narrow shoulder lines



NOW FOR THE FUN PART! *Shopping*

No matter your budget or your style, you can find the perfect clothes for your session!

Here's a list of my favorite stores:

Budget & Sustainable

- your own closet!
- borrow from a friend
- Marshalls
- Ross
- Etsy
- Poshmark
- Depop
- Thred Up

Casual

- Lulus
- Selfie Leslie
- Free People
- Rosalind Rose
- Morning Lavender
- Lime Lush Boutique
- Revolve
- Shop Stevie
- Vici Dolls

Western

- Wonderwest
- Rural Haze
- Southern Fried Chics
- Double D Ranch
- Idyllwind
- Buckin Wild Designs
- Corral Boots
- Lane Boots
- River Trail Boots



Your Own Closet or Borrow!

Before you actually go out shopping, head to your very own closet, or your sister's, friend's, mom's, or cousin's closet & shop in there. What better way to leave the spending pressure out of shopping by literally shopping for free. The key here is to make sure your chosen closet has an owner that has the same style as you (and size, of course). If you can't find what you love in any of these closets, move onto shopping with real money ;)

Poshmark, Depop, Thred Up, etc

I have to admit, buying second hand was something I never even considered up until about a year ago. But then when I realized there are so many people selling their barely worn clothes (a lot of times: worn once or not at all)- I truly think shopping second hand is the best. Here's the trick!! Browse online at the big retailers first, then when you find something you love, head to one of these second-hand online stores & search for that exact item. Chances are, you'll find it if you search enough. An added bonus to all of this: it's better for the earth. There's not one 'sustainable' store that can beat the sustainability of buying a garment that already exists.

Marshalls & Ross

These stores are definitely hit or miss... you need to shop at them at the right time. The trick is to go in or call and ask when they normally get their shipments in. Then go in that same day as their shipment for a better chance of finding gems!

Etsy

Again, hit and miss, but at least it's online so you can do a quick search to see if what you're looking for is available here. The reason I love shopping on Etsy is because they're generally small businesses. Supporting small businesses year round is the way to go!

Lulus

I love their dresses. They have the nicest quality, prettiest, flowy-est (new word alert!) dresses. They also have super cute tops and pants.

Selfie Leslie

Again, super cute dresses and tops!

Free People

I feel like they're a pretty well known store- but they have a more boho vibe to their collection & I'm here for it!

Rosalind Rose

More dresses, I love dresses :)

Morning Lavender

They have some super cute skirts and tops, specifically. The general store is a bit more "dressy" than casual.

Lime Lush Boutique

I love supporting boutiques, and it helps that all their clothes are gorgeous.

Revolve

Revolve is for sure a more high end store, with lots of dresses in the \$400 range, so my 2 cents if you want to shop here is make sure you'll wear the piece more than a couple times to really get your money's worth.

Shop Stevie

Another one I love to support & also love everything in her store!

Vici Dolls

Again, dresses. But I also love their tops, specifically their body suits.

Wanderwest

They have, in my opinion from what I've seen, the most tasteful western style clothes on the market. Really, everything they have from dresses, skirts, tops, pants, jackets, hats, boots... I love it all.

Rural Haze

They have the cutest boots!

Southern Fried Chic

All around super cute clothes, boots, and accessories!

Double D Ranch

They have some really cool pieces, I particularly love their jewelry.

Hyllwind

They have the coolest fringe jackets, and I love their boots too.

Buckin Wild Designs

Another awesome boutique that isn't overly western-y.

All the boots stores:

Self explanatory! :)



Thank You ♥

I hope this has been helpful & at least took away some of the overwhelm that you may have been feeling. Whether you plan a session now, or in a few months, hopefully you're better prepared for how to take on one of the most difficult parts of planning.

If there's anything more I can help you with, never hesitate to reach out!



www.jenijophoto.com | jenijophoto@gmail.com