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## Work It

**What you wear to shoot a wedding not only sets the tone, but can also ensure future business.**

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By By Amanda Baltazar



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**Based in Bloomington, Indiana, Lisa Berry shoots mostly mid to high-end weddings.**

“I try to blend in—I usually wear a black dress, like an evening dress, with tights. For shoes, I wear ballet flats or some fancy sandals from Clarks. When it’s cold I take a wrap or a sweater. I don’t wear a coat when shooting—the adrenalin of shooting keeps me warm. For my hair, I usually pull it into a bun to keep it out of the way and to look professional.”



© clifford brunk photography 2008

**Clifford Brunk enjoys mostly mild weather year round, shooting weddings in the San Francisco, California, area.**

“My clothing is mostly charcoal and black because it’s tough to mix blacks. If it’s cold I’ll wear a merino V-neck because I don’t want to be weighed down. If it’s hot, I wear the same clothes but lighter fabrics like cotton-linen blends. My favorite shoes are super flexible but look very polished. I’m pretty active and move fast so I need a good rubber sole. What you wear is really important—we’re our best advertising at a wedding. I try to balance being polished with comfort and flexibility.”



© Doug Miranda

**Based in Manhattan, Catherine Hall aims for a sleek New York image for the high-end weddings she shoots.**

“I wear black because it’s neutral and formal, so I buy high-end slacks and shirts or blouses. If it’s cold, I put on something like a new-looking black fleece. I always wear pearl earrings and a necklace so I’m not completely dressed in black and I wear my hair up and out of the way because it’s more professional—either a loose bun for a formal wedding or a high ponytail for more contemporary events. What you wear is significant because you’re building your identity—you want to show that you care and that you’re professional.”



© alex blair

**Eighty-five percent of Jeremy Underwood’s work in Sacramento, California, is with upper-middle-end weddings.**

“I wear black slacks and a dressy black shirt with my company’s subtle black logo on the front of the shirt. My shoes are dressy black ones and comfort is key. I think long sleeves are best—they look more formal. The problem is that some photographers don’t dress up enough; I think it’s better to be overdressed. When I’m meeting with clients for the first time, I dress up with a sports jacket and slacks because you’re asking them to invest thousands of dollars. You have to separate yourself from the crowd.”



© becca young williams / bento park photography co.


### **Becca Young Williams and her husband Adam Williams focus on photographing creative and edgy weddings in St. Louis, Missouri.**

“I wear loose, knee-length dresses and I usually wear rayon pants under them to avoid embarrassment when I’m crouching, lying down or climbing. In the summer I wear Birkenstock sandals and in the winter I wear NAOT shoes, which are flat with a supportive sole. I’ve heard about photographers wearing tank tops with spaghetti straps, cargo pants and flip flops. We try to be classic—formal enough to blend in with the wedding but also have our own style. Image is really important in the wedding industry because word-of-mouth is the biggest form of marketing.”


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