

THE

ISSUE NO. 3

# STYLE GUIDE

FASHION  
LOOKBOOK

WHICH  
STYLE  
DO YOU  
RELATE  
WITH

How to  
make your  
Senior  
Experience  
session a  
success

FEATURING  
AKP  
INFLUENCERS



# Amy Knollmeyer

PHOTOGRAPHY



## FEATURED ON



Some people are born to dream. Others are meant to live theirs. Amy Knollmeyer landed in central Missouri after graduating from the Art Institute of Dallas. She worked from the basement of her home for years, before moving into a property at 1213 E. McCarty Street in Jefferson City, MO. The Studio has over 3,000 square feet of creative and artistic space, with an abundance of natural light and a warm and inviting atmosphere.

# Tips for Success

## LAYERS AND TEXTURE

Have a little fun with layers and textures as you plan your session wardrobe. Look around your closet for complimentary colors or shades of the same color to bring a lot of contrast and style to your look. Don't be shy about mixing colors and patterns. Be creative. We recommend finding clothing with a lot of visual interest. Look for tops with lots of textures, layers, and ruffles and pair these textures and layers with something simple on the bottom.

## WHAT TO AVOID

Avoid small, tight prints. Small prints and stripes do not photograph well. The camera reads them and creates its own unique pattern called "moire" and it isn't desirable. Stay away from distracting colors and too many busy patterns - we want the focus to be on you!



## ACCESSORIES

The right accessories can go far to add interest and bring your outfit together. For a little extra sparkle, girls can wear a favorite necklace, earrings, or rings - or browse the Amy Knollmeyer Jewelry Wall for some fun new pieces. Guys can wear a great watch or favorite belt. And don't forget shoes! Dress and casual shoes that compliment your outfits - and high heels for the ladies - are a must!

# Be Prepared



## OUTFITS

During your senior experience, we will capture close ups as well as full body images. Make sure to wear complete outfits from head to toe! Gather all your shoes, accessories, jewelry, and props in one place so you're ready to go!

## THAT PUT TOGETHER LOOK

Make sure to iron or steam your outfits the night before and keep them on hangers for the best put-together looks. Pro Tip - hang jewelry in a baggie on the hanger with your outfit to keep everything organized!

## NUDE UNDERGARMENTS

You really can't go wrong with nude undergarments. Red bra straps and a white tank look distracting and take away what the viewer is actually supposed to be admiring - YOU! Try nude or strapless options to get the most clean look.

## BRING TOO MUCH

Don't be afraid to bring too much - you'd rather have too much than wish you had brought something that you didn't. We like you to bring 2-3 additional outfits.

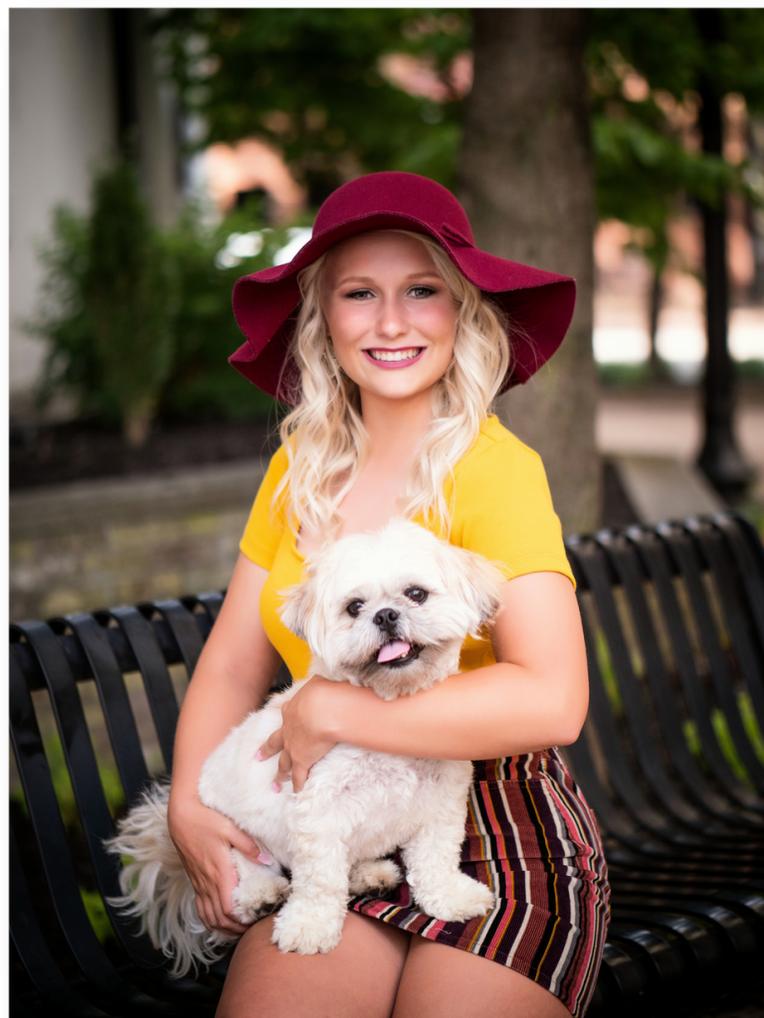


# Style Guide



## What's your Style?

Your senior portrait does more than just capture the memory of your achievements in high school - it also captures your unique sense of style. As you plan your outfits, start by thinking about how you'd describe your style to someone else. Do you like to dress more casually? Or do you like to rock your sports jersey everywhere you go? What about keeping it minimalistic and neutral? Whatever your style is, keep it authentically you!



# A STYLE FOR EVERYONE

We compiled a wide range of looks to hopefully spark some inspiration and find the one that fits your wardrobe the best. Read the description to get ideas of specific pieces to put together for sharp, camera ready looks!

**CASUAL/NATURAL** Your go-to-outfit does not take very much prep time - most people think jeans and a favorite tee. This outfit is all about you, feeling you. Most are minimalistic with neutral colors.



**CLASSIC** Think all-American girl. Jeans and a white tee or your favorite white dress can both be a hit. Think simple, with accessories to bring your outfit to the next level.



**CLASSY** You prefer clean cut pieces to loose fitting and busy outfits. This can easily fall on the more casual side - dark, fitted jeans paired with a button up and pull-over sweater or just as easily dressed up with your fav little black dress.



**SUITED UP** Get formal with suits in classic black or neutrals, or even vibrant colors. Coordinate your shirt to your suit - white always works, but the right color makes a statement. Don't forget good ties, watches, leather belts and dress shoes.

**GLAM** Repurpose your favorite outfit from a school dance or formal - dust it off and dress it up with elegant accessories for a timeless and memorable look.



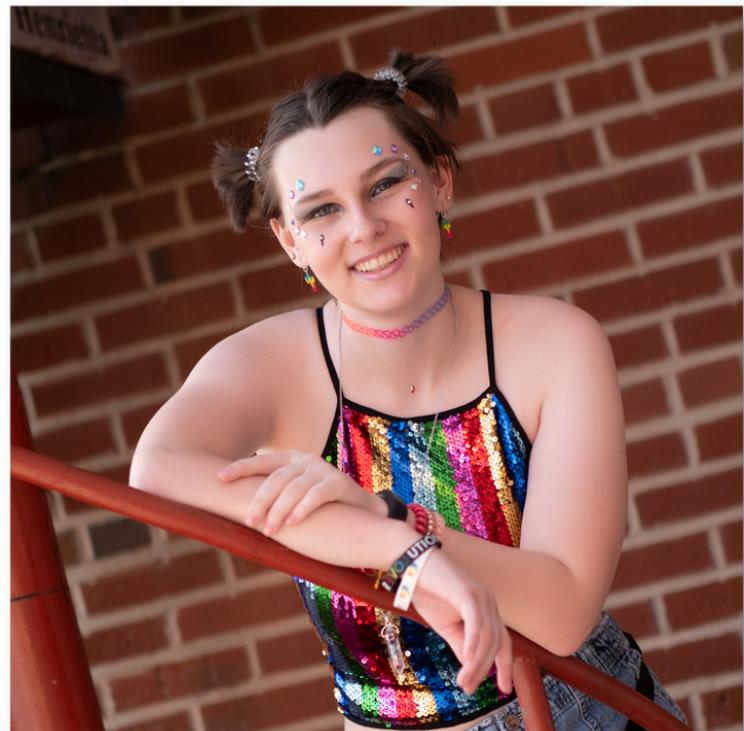




**HIGH FASHION** By definition, high fashion is over the top.

We're talking gowns, jumpsuits, and heels. In some ways, you pull inspiration from vibrant styles but you pick softer or classic colors.

**VIBRANT** If your personality is loud and colorful, let your outfit reflect that. We suggest that you pick one or two bold pieces and pair them with something slightly more muted. For example, if you have pants with a pattern, try pairing with a solid shirt, or vice versa.



**EDGY** We define it as alternative but this could mean punk, edgy, or artistic as well. You enjoy sticking out from the crowd and you relish being different. Achieving this look could involve using a statement look of black jeans or your favorite band tee.



**ARTSY** This can be described as a combination of dramatic, natural, and high-spirited. Exaggerated sizes, looser fits and more textural fabrics are common.



**URBAN CHIC** Defined as a refined look, Urban Chic consists of chic, sleek, elegant, and sophisticated pieces.



**VINTAGE** Vintage refers to items made between 20 and 100 years ago and clearly reflect the styles and trends of the era they represent. Dive into your parents closet to find your favorite 60s-90s fashion!







**ATHLETIC** Show off your sporting side by wearing your jersey or letter jacket. Bring along a game ball, baseball glove, hockey or lacrosse stick to commemorate your experience in high school sports.

**COUNTRY** We start with the boots, add in a fav pair of jeans and a great button up or flannel top. Tie it all together with a great belt or hat and you've got a look that screams country.



**BOHEMIAN** Layers, intricate designs, and flowing pieces are your staple. Pick classic tones and chic styles to pull off this light and airy look. Vintage pieces are always welcome here.





# Amy Knollmeyer PHOTOGRAPHY

1213 McCarty Street . Jefferson City . 65101  
573-634-7119 WWW.AMYKNOLLMEYER.COM



**[CLICK HERE TO TAKE A TOUR OF THE STUDIO!](#)**