WHAT SHOULD I WEAR?

We want your videos to look simply amazing, so there are a couple of things we recommend you do to prepare for the shoot day.

WARDROBE

The most important thing is that you're comfortable and looking sharp. **Choose an outfit that you would normally wear when dealing with clients.** The video will help establish trust with potential customers, so it's best if you avoid appearing in a tux in the video when you're meeting clients in a singlet and stubby shorts.

Make sure you have a **freshly pressed outfit ready to go**, it's often best to have it as an extra outfit on the day that you can change into just before we shoot. That way it will be crisp and clean and you'll be looking 'a million dollars'.

Go with something bright and colourful, blacks and whites are OK, but if you have some colour in there that would be awesome. Block colours are best.

STRIPES AND CHECKS

If you have stripes or checks that are close together they will look strange on camera. There is this strange camera phenomena called 'strobing', which occurs when the camera sensor gets confused about what is a stripe.

How small? Well, if you couldn't play a game of naughts and crosses with a sharpie between the lines, then it's likely to strobe, so pick another shirt.

HAIR AND MAKEUP (FOR THE LADIES)

We are all about making our videos as awesome and cost effective as possible, so we don't bring any hair or makeup people with us because it would cost you heaps more. So you can choose to either DIY or if you want to go above and beyond book in with a stylist in the morning of your shoot.

The one note is that you might have extra lights pointing at you so the standard rule is to **have powder on hand so that you don't shine too much**.

If you feel like you'd prefer to have a specialist on site to help you out, let us know and we can book someone in at an additional cost.

SHOOTING MORE THAN ONE VIDEO

If we're shooting more than one video, then it is best to **have a few different outfits to change into for different videos**. That's not to say you need 8 outfits if we're shooting 8 videos. Its best to have a couple of combination options. Such as, doing one with a jacket, one without and one in a second outfit. And it's OK to shoot two in the same outfit if the videos aren't going to be released simultaneously.