

Clothing and Appearance Recommendations for Filming

Updated Q3 2026

If you are unsure about what to choose, feel free to bring several options and the videographer can help guide you with an option that works best on camera

Avoid:

- **Tight patterns** (herringbone, houndstooth, tight plaids), they can cause a flickering effect on camera
- **Pure white, pure black, light grey, and pale pastels**, they can blow out, look flat, or wash you out on camera
- **Shiny, reflective fabrics like satin**
- **Large logos or text**
- **Loud clothing** - we mean stiff fabrics, fabrics that rustle or crinkle, or jewelry that may scrape microphones

Prefer:

- **Solid colors**, especially **darker tones** and **jewel tones**, deep blues, greens, burgundy, rust orange, etc
- **Well-fitted but not tight clothing**, something you will be comfortable for sitting/standing on camera
- **We encourage you to bring backup options** - this can provide more options if filming location hasn't been decided or provide variety if filming more than one video.
- **If you wear glasses** and have the option to - we recommend contacts or glasses with anti-glare coatings

General Appearance Tips:

- **Simple, neat hairstyling** - bring a comb/brush for touch-ups
- **Minimal jewelry** - earrings/bracelets that make noise or reflect light should be avoided. For those with pierced ears, studs are ideal. A watch is not a problem
- **Neat and simple hairstyling** - we recommend this for assuring your hair stays off your face, and we also suggest bringing a comb/brush for touch-ups.

- **Makeup recommendations**, for those who wear makeup, we suggest wearing a light base, and opting for matte/non-reflective makeup when possible. Matte powder can help reduce shine and can appear more flattering on camera
- **If you know where you will be filming** - be sure your clothing contrasts with the background enough to stand out
- **If you're going to be mic'd up** - Button-down shirts, blazers, or tops with sturdy collars provide a better anchor for lavalier microphones. Flimsy crewneck t-shirts make routing wires and attaching battery packs difficult.