

Inside Stylists

5 Top Styling Tips

Press Loft Webinar



hello

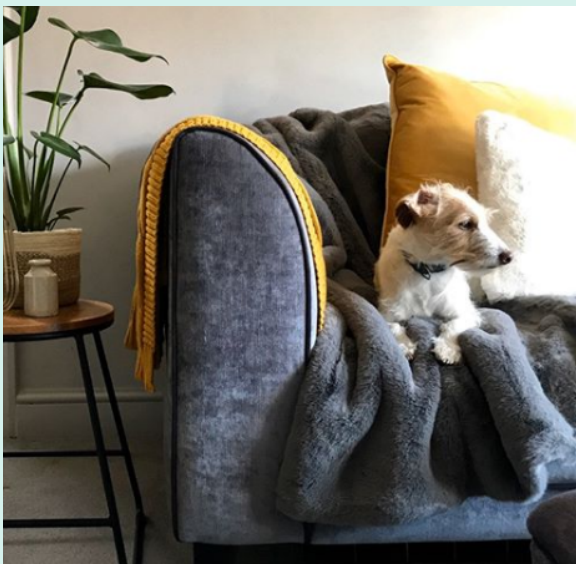
I'm Emma Morton-Turner.

I've been an Interior Stylist and writer for twenty years. After five years as Home Editor on Woman & Home I went freelance so I could style bigger magazine photo shoots, company brochures and press launches as well as write monster features for Ideal Home, House Beautiful, Country Homes & Interiors, Beautiful Homes. I've also styled campaigns for Talking Tables, Harveys Furniture, Tesco, Retreat Home and Hillarys Blinds and soooo many more!



In 2018 I founded [InsideStylists.com](https://www.insidestylists.com) the website for promoting the interiors world with not only podcasts and blog posts but also providing a platform where you can find everyone within the interiors industry from Interior Stylists, Writers and Assistants to prop houses, image libraries, couriers and set builders.

The most recent launch on Inside Stylists is the **Insider's Studio** where clients can book to have a professional photoshoot with experienced Interior stylists and photographers at a fraction of the cost of a traditional photoshoot, to make their products really stand out- [Find out more here](#)



This guide has been put together to aid you in your own shoots. If you would like to book a consultation for personalised help with your own shoot [you can do that here.](#)

When not working I can be found treasure hunting boot sales and antique fairs looking for great pieces of vintage furniture to up-cycle or walking in my local, muddy woods with my Jack-a-poo Alan Taylor.

@insidestylists or @emmamtstylist

Always use natural lighting

The lighting in a shot will make or break it. As a general rule of thumb stylists always shoot in natural daylight as it always looks the best. Here's a few tips on lighting.

- Turn off any lights - they create a yellow glow
- Wherever possible use natural lighting. Set up next to a window.
- On a very sunny day add a piece of muslin over your window to lessen the harsh light.
- You want to have some shadows in your shot but they should be soft not too dark. That's what balances out a shot.
- Overcast days are the best days to shoot - lightwise





Lower your camera

The Angle that you position your camera at will determine the feel of a shot.

When coming to styling for the first time you might automatically hold the camera to your face which will mean you're looking down on the product and it will create a weird angle.

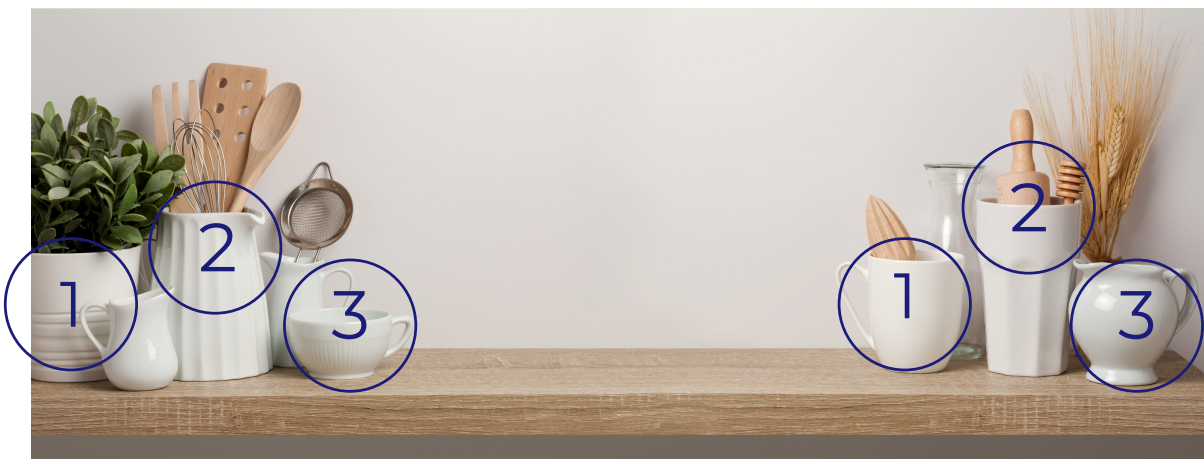
With styling professional shots 9 times out of 10 the camera is much lower.

Finding the right angle ...

- Shots look better taken from around chest - waist height, straight on and directly over head. Try out different angles to see what looks best.
- If you're taking lots of shots that will sit alongside each other mix up the angles a bit. All straight on shots will look boring to the viewer.
- Remember that this is your branding and your style. If you find something that works stick to it.

Group items in odd numbers

- Our brains try and organise things in even numbers so a shot becomes distracting if it's too evenly balanced
- Products in groups of 3's and 5's work best.
- Anything over seven and we just see a crowd not a specific item
- When you have four items to shoot group three together and one off to the side.
- Think of the three as a "huddle". In the shot below each side has three huddles. Even though there are more than 3 items they are grouped in 3 odd huddles. The extras work to give depth to a shot.





Make sure your product is the “hero” in the shot.

The first thing you see in a shot is the hero. That can be a sofa in the living room, a feature wall with a fireplace or a candle on a shelf. Whatever catches your eye first is the hero. Your job is to make sure that your product is the hero and not the props around it.

Here's how...

- The hero should be around 1/3 of the shot
- It should be in focus - no soft fuzzy edges here
- The hero product should be balanced by what's around it
- Tone and contrast. Think about the colours of the props and products. Dark and light create contrast. If everything is too similar the hero can be lost.



The hero should never be in the centre of a shot

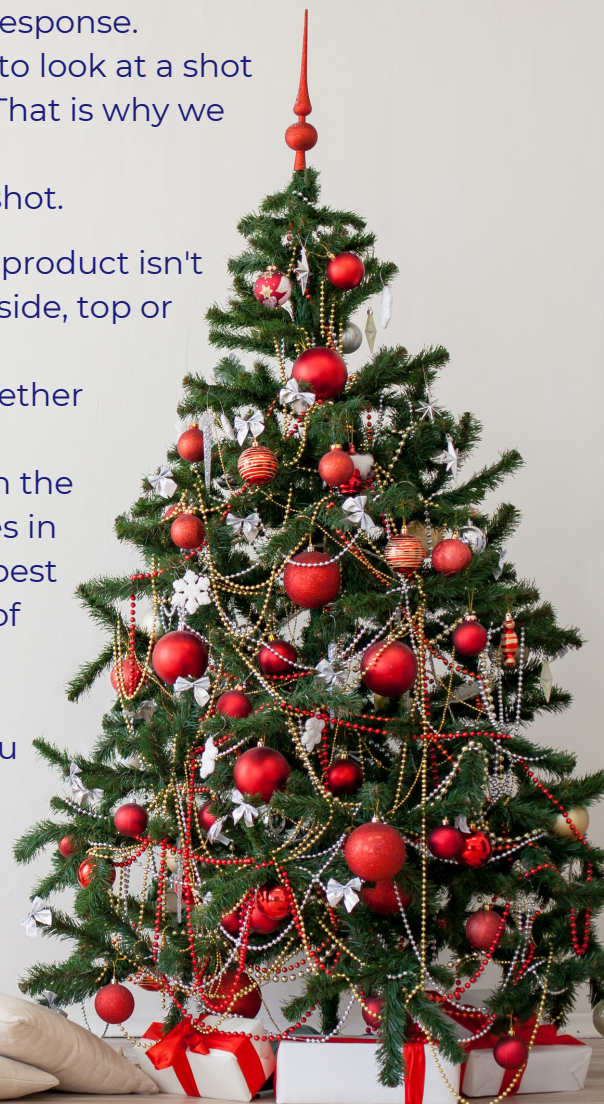


The hero in any branding shot is the product but it should never be placed slap bang in the centre of a shot. That won't create a balanced image. Your eye sees it then moves away quickly. It's a natural response.

Ideally you want the viewer - or customer, to want to look at a shot for a long time. Take it all in. See what's going on. That is why we use the rule of thirds.

How to use the grid method to create a balanced shot.

- Use your camera's grid to check that your hero product isn't in the centre of a shot. It should always be in a side, top or bottom third.
- The shot is sectioned off into a grid of Nine. Whether portrait or landscape this will work.
- If you have a horizontal item it will look better in the top or bottom of the grid. Use the rule of thirds in the grid - as in props in groups of threes work best the same as your hero product being in a row of threes looks best. Never just in the centre. Left vertical three, bottom three.
- By positioning the hero in a third of the shot you are creating breathing space which always makes a shot more interesting.





Tools of the Trade

What's in your toolbox

I've been asked a few times recently what you should take on a photo shoot to be well prepared so here's a list of what I take. L

1. Scissors for fabric, flowers and opening up boxes
2. Tape - for taping up boxes. Brown, cellotape, gaffa, masking
3. Spirit level to get that artwork spot on.
4. Blu tac to keep art in place and general sticking and lifting
5. Basic hand tools - screwdrivers (+&-), hammer, pliers, etc
6. Ribbons- a section depending on season
7. Name place cards - for table settings
8. Pens - for shooting on notepads and writing on cards
9. Matches for lighting candles
10. Big clips for hanging fabric and setting up shots
11. Box of nails to put the pics up.
12. Invisible wire - fishing wire

Contacts

You can find Inside Stylists here
InsideStylists.com

On Instagram
[@InsideStylists](https://www.instagram.com/InsideStylists)

Want to book Inside Stylists to do
your shoot? [Book here](#)

The
Insider's
Studio



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