

CHOOSING THE PERFECT WARDROBE FOR VIDEO



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HAIR & MAKEUP TIPS

GROOMED HAIR

To avoid awkward fidgeting and face touching, make sure hair is kept out of the face. The focus should be on what the interviewee is saying, not on hair adjustments. Bring along your comb or brush to keep it handy for a refresh to settle 'fly aways' but no major changes to the style so there is consistency with all your segments.

CLEAN FINGERNAILS

Some shots may require close-ups of hands on a keyboard, handling a phone call, etc. Therefore, it is recommended that all interviewees trim their fingernails prior to filming.

NOSE / EAR HAIR

Please make sure all nose / ear hair is groomed so attention is not on the interviewee for the wrong reasons.

SKIN FOUNDATION

Have foundation handy to cover any skin shine. Can't convince your CEO to wear some foundation? At least have some loose powder to eliminate the shine. And if you wear



CLOTHING TIPS

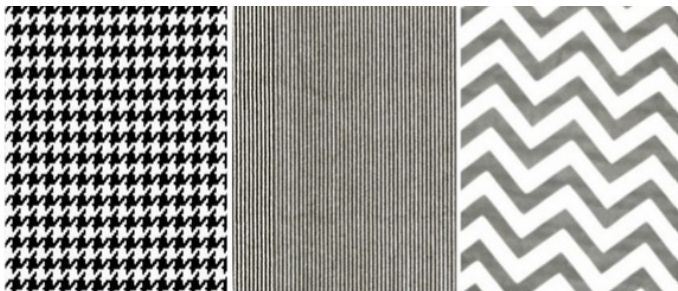
CLOTHING & WHAT TO WEAR

The feeling of not knowing what to wear when appearing on camera can be an overwhelming experience. Additionally, not knowing what colors and clothing appropriate to wear in video can add further anxiety. This is why a question such as 'What color clothing is suitable to wear when being filmed' is a common one.

As a general rule, solid and rich colors look best on video and film. Try and avoid wearing bright white clothing which can dominate the screen. A safer color to wear would be a not-quite-white colors like light beige and light grey. Also, very pale colors may work better. Choose colors that compliment your skin tone and wear colors that make you feel comfortable and confident. For this video series please dress in a smart casual style. Note that we only request you not to wear green if there is green screen filming planned.

STAY AWAY FROM PATTERNS

When it comes to selecting your on-camera wardrobe you should avoid clothing that has a lot of patterns. Try staying away from clothing that has stripes, plaids and floral patterns.



TRY AND AVOID LOGOS

Unless you are trying to promote another brand avoid wearing clothing that has a logo written all over it. You are your brand, so consider wearing something that brings out your personality.

