

Although what you have to say is infinitely more important than what you wear on video, we would like to offer you a few tips to help you look your best on camera.

The camera picks up certain colors and patterns better than others. In fact, some types of clothes should be pretty much avoided all together.

What Not To Wear

- Avoid stark whites, and deep blacks. Also avoid bright colors like yellow, red, orange, and pink. Any overly vibrant color will be a distraction.
- Avoid shiny and glossy fabrics that will reflect the lights.
- Avoid fabrics with patterns with checks, stripes, herringbones, or tweeds. Fabrics of this type cause a dizzying moiré effect on the screen.
- Jewelry should be modest, as it is usually very reflective.
- Do not wear bracelets or other jewelry that makes noise when you move.

What To Wear On Camera

- Wear natural fabrics or blends that breathe easily.
- For professionals, a dark blue or black suit is traditional, but many shades of blue—royal, navy, sky blue look great on video, grey and green can be good alternatives.
- Almost any color that is not too vibrant will be fine but your best bets are solid colored clothes in navy blues, purples, and browns.