

Style

You will be under lights and possibly being videotaped. Use these tips to help you look your best.

- Dress professionally—crisp, classic business attire is recommended.
- Dress in a way that reflects the image you would like to project.
- Choose clothing and shoes that fit well and are comfortable.

Colors

Generally speaking, the best colors to wear under lights and on camera are solid and muted colors.

The **best colors** are the following:

- Blues
- Greens
- Purples
- Deeper shades of red, pink, or orange

Do not choose:

- Black (it absorbs light, dulls your appearance, and makes you look heavier on video)
- White (it reflects light and is too bright on video)
- Overly bright colors

Patterns

Simple is best. Cameras and lights do peculiar things with certain patterns and fabrics.

Do not wear:

- Stripes
- Complicated or tight patterns
- Shiny fabric

Jewelry

- Avoid jewelry that may sparkle, shine, or dangle in the light (such as long earrings and gold necklaces worn outside).
- Avoid bracelets or other jewelry items that make noise that can be picked up by the microphone.

Skirts and Dresses

- If you will be seated on a panel or on a raised stage, make sure your skirt or dress is long enough for you to be comfortable seated at front of the room.

Neckties

- Make sure neckties are nonshiny and loosely patterned.

Here are some additional tips: [Media Training Worldwide](#).

