



## Getty Images Announced as Official Photographer of 2023 NYFW: The Shows

February 7, 2023



**New York – February 7, 2023:** [Getty Images](#) (NYSE: GETY), a preeminent global visual content creator and marketplace, today announced that it has been newly appointed as the Official Photographer of 2023 New York Fashion Week: The Shows (NYFW) by IMG, a global leader in sports, fashion, events and media and the official organizer and operator of NYFW: The Shows.

As the Official Photographer, Getty Images' award -winning entertainment photographers will be delivering high-quality imagery throughout New York Fashion Week (February 10-15) in New York City, all to be distributed exclusively through [gettyimages.com](#). This includes covering all Spring Studio runway shows and presentations, as well as all off-site IMG FOCUS. produced shows, including IMG Fashion Alliance designers and NYFW: The Talks.

"Over the years, Getty Images has worked closely with IMG on New York Fashion Week shows, and we are now thrilled to officially partner for this year's event," said Getty Images Global Head of Content Ken Mainardis. "Visual storytelling is at the heart of what we do and our editorial team will be there to capture all the runway shows, fashion, behind the scenes moments and more, delivering the unrivalled and compelling content for which we've come to be known for, to customers around the globe."

For over 25 years, Getty Images' team of content creators have worked tirelessly to create award -winning imagery and video that allows customers to set themselves apart from their competition, while including a diverse set of experiences and perspectives throughout the content creation process. In addition to the partnership with IMG, Getty Images content creators are at every major entertainment event globally, from awards ceremonies to fashion weeks to film festivals, covering almost 70,000 entertainment events a year and partnering with major brands on creative content strategy.