Iconic Images acquires, represents, reproduces and sells images from renowned photographic archives with a particular emphasis on celebrity and music. The company also publishes books, creates exhibitions (such as the upcoming BOWIE: FACES show in January and February 2017 in Tokyo) and collaborates with leading fashion retailers and license images for merchandise.

Iconic Images purchased the archive of the acclaimed British photographer Terry O'Neill in 2013. It has also acquired the archives of Baron Wolman, the first photographer for Rolling Stone magazine, and Ted Williams, the famous American jazz photographer.

The company also represents the work of celebrated photographers Douglas Kirkland, John Swannell, Milton Greene, Steve Parke, Markus Klinko, Ed Caraeff and Benny Gool.