

**IMG ANNOUNCES KEER AS PARTNER OF
NEW YORK FASHION WEEK: THE SHOWS**

FEBRUARY 22, 2015- IMG today announced KEER, a fine jewelry brand headquartered in Beijing, as official partner of New York Fashion Week: The Shows, activating in Mainland China with the slogan “KEER - a Favorite of NYFW” commencing in September 2015.

With Anne Hathaway as Brand Ambassador, KEER has been devoted to designing fashionable jewelry, that shares love and beauty. KEER will activate as a partner to the event and will support designer runway shows via collaborations and partnerships.

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