

Dubai Professionals Are Investing in Their Image: The Photography Co. Reports Surge in Demand for Modern Headshots

As personal branding becomes essential in the digital-first era, The Photography Co. sees a growing trend among UAE professionals updating their portraits for LinkedIn, company websites, and media profiles



Dubai, United Arab Emirates Oct 8, 2025 ([Issuewire.com](https://www.issuewire.com)) - As Dubai continues to strengthen its position as the business and innovation capital of the Middle East, professionals across the city are turning to high-quality photography to redefine how they are perceived online. [The Photography Co.](#), one of the UAE's leading creative studios, has reported a **40% year-on-year increase** in bookings for professional headshot and portrait sessions — underscoring a growing focus on personal branding and digital presence.

“Your headshot is no longer just a photo — it’s your professional handshake” said Shivam Dhall, Founder of The Photography Co. “We’re seeing executives, consultants, and entrepreneurs increasingly recognize the importance of strong visual credibility in their professional image. It’s no longer just about

having a photo — it's about having the *right* photo that communicates confidence and approachability.”

Recent industry data supports this shift. LinkedIn profiles with professional photos receive **21 times more views** and **nine times more connection requests** than those without. Studies also show that updated, professionally shot portraits can increase perceived **competence by 75%**, **influence by 62%**, and **likability by 9%** — making visual presentation one of the most impactful yet overlooked tools in personal branding.

The Photography Co. has seen a significant rise in bookings for [professional headshot photography](#) sessions, particularly among Dubai and Abu Dhabi based organizations seeking to refresh their team imagery for websites, internal communications, and PR materials.

The studio attributes the rise to three converging factors: the dominance of digital networking, the growth of hybrid work environments, and a maturing understanding of personal branding as a strategic business asset. As more professionals in the UAE look to stand out in competitive markets, demand for premium photography is expected to continue rising.

“As Dubai continues to grow as a regional business hub, professionals are becoming increasingly aware of the importance of a cohesive and confident digital presence,” adds Dhall. “A great headshot can make a lasting first impression — and open new opportunities.”



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