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**DONNA KARAN HITS THE ROAD WITH THEIR WINTER/SPRING 2017
COLLECTION “DONATELLA”**

The 16-piece collection is making its debut in over 30 interactive pop-up displays throughout the nation.

LOS ANGELES— Today, [Donna Karan \(DK\)](#) Creative Directors Dao Yi Chow and Maxwell Osborne launched their 16-piece collection “Donatella,” the house’s first line of modern haute couture apparel, which is now available in over 30 interactive pop-up shops nation-wide.

The ensemble consists of: six outerwear pieces, two accessories, four heat-tech pullovers, two bottoms, and two sneakers. All are made by hand with breathable, comfortable fabrics with offbeat patterns as well as avant-garde cuts. The ensemble collection combines the old-school craftsmanship of high-quality fabrics with fresh, groundbreaking designs.

“We decided to create Donatella to build off of the simplicity of Donna Karan’s original designs and create something entirely new, without scrapping the illustrious past that has brought us to where we are today,” said Chow.

Although Donatella will be adhering to the standards of high fashion and taking a different path than other DK lines, the brand will be working to make haute couture more interactive. Millennials have already shown their appreciation for unique fashions by combining sophisticated and street apparel to create the rise of [athleisure](#)—and the house believes only they have the next best idea. To celebrate widespread creativity, not exclusivity, Donatella will be opting out of traditional fashion shows and instead creating a traveling display for everyone to try on the 16-piece ensemble.

The displays will be open to the public. Those interested are required to go on Donatella’s website and RSVP. The first 300 people that arrive will be given access to the entirety of the 16-piece ensemble collection and customize their own outfits from the pieces. The most creative arrangement will be incorporated into the existing collection, crediting the person who customizes it.

About Donna Karan

Donna Karan, a pioneer. A woman designing for women. Modern woman—forward-thinking, confident, and self-assured—succeeding in the world, while pulling off the balancing act of life. Responding and reacting to real needs—needs she knew because they were also her own, Karan launched Seven Easy Pieces with her first collection in 1984—and revolutionized the way women dress. A bodysuit, a tailored jacket, a skirt, pants, a cashmere sweater, a leather jacket, and an evening look. With Seven Easy Pieces, women could create infinite combinations with these easy-to-wear garments. Karan intuitively understood the need and desires of modern women, designing collections that could take them from day to evening and simplifying life,

without sacrificing elegance or sensuality. As Donna's own life evolved, she was confronted with a new demand: a teenage daughter raiding her closet. And so came the next generation New Yorker: DKNY. Since its inception in 1989, DKNY has been synonymous with New York, inspired by the energy and attitude of the city. Drawing on Karan's original principle of designing for the woman who never knew where the day would take her, DKNY has transformed into a global lifestyle powerhouse: the dynamic wardrobe of everything you need to live a New York life—wherever that may be. More than 30 years later, Donna Karan is one of the most iconic names in American fashion. Her iconic silhouettes and innovative system of dressing remain as relevant as ever, now reimagined in a modern-day Donna Karan New York and the next-generation counterpart, DKNY. Caviar and pizza. Black car and taxi. The skyline and the street. Together, Donna Karan New York and DKNY are the two sides of the city that inspires everything we do.