

DONNI.

BRAND BOOK





Comfortable. Classic. Cool.

MADE IN LOS ANGELES



EVERY SINGLE PIECE IS MADE IN LOS ANGELES.

We are intentional about keeping all of our business operations local, our fabrics locally milled or sourced, and each piece locally constructed. The majority of our vendors, factories, cutting houses, knitting mills, marker/graders, pattern makers – are either women-run or women-owned.

Our story began in 2009 with a scarf. When founder Alyssa Wasko suddenly lost her father, Donald. Seeking comfort, Alyssa turned inward and designed a scarf. This simple yet special piece garnered the attention of both friends and strangers, leading to the birth of **DONNI**.

As **DONNI** has evolved from scarves to ready-to-wear, comfort remains top of mind. Each piece is designed to be comfortable, classic, and cool — built to stand the test of time. We create clothing for the every day and for every woman, no matter the stage of life. We take a multigenerational approach to each collection, with the intention that our clothing will be passed on for generations to come.

Alyssa's former career at Chanel, informs her attention to detail and unrelenting standards of quality when it comes to each garment. These high standards combined with **DONNI**'s emphasis on comfort and unique details make each piece truly stand out from the rest.





The Baby Rib Scallop Tank



The Baby Rib Scallop Pant



The Baby Rib Scallop Long Sleeve



The Rib Tank



The Rib Kick Flare



The Rib Spaghetti Tank



The Poinelle Long Sleeve



The Poinelle Baby Tee



The Poinelle Square Neck Tank



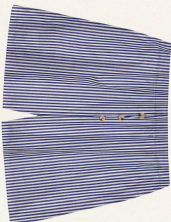
The Baby Rib Boonneck



The Eco-Terry Sweatpants



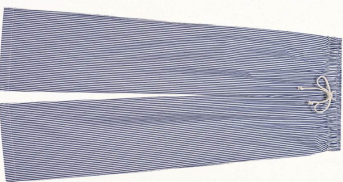
The Eco-Terry Crewneck



The Pop Boxer



The Pop Button Down



The Pop Pant



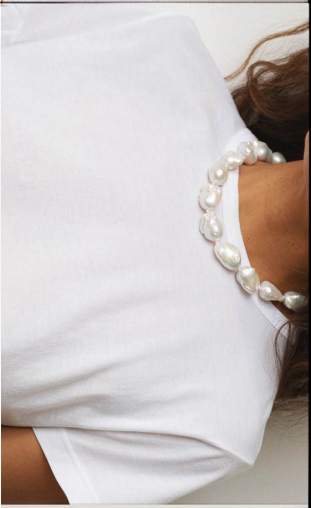
The Poinelle Crop Simple Pant



The Jersey Long Sleeve



The Jersey Tee



JERSEY

Our jersey is made from 100% USA-grown Supima cotton, giving it a super-soft, lightweight feel. It's breathable, durable, and crafted to be your forever favorite.



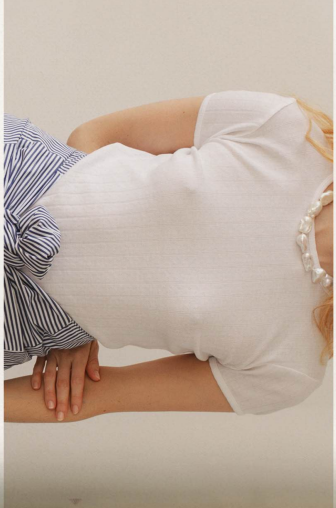
BABY RIB

Knitted locally in Los Angeles, Baby Rib is truly butter soft and molds to your body like a warm hug.



ECO-TERRY

Eco-Terry is sustainably knitted in Los Angeles with 100% organic cotton. It receives a special wash treatment to achieve the perfect vintage hand.



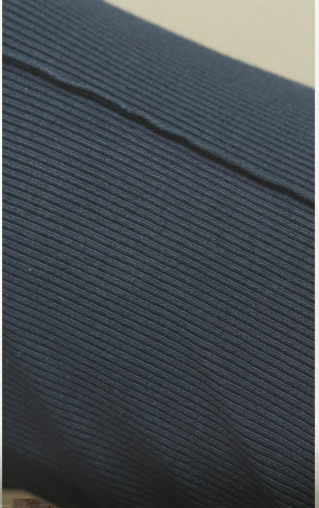
POINTELLE

Poinelle is our most beloved fabrication with a delicate poinelle design along with the softest touch making it an instant favorite.



POPLIN

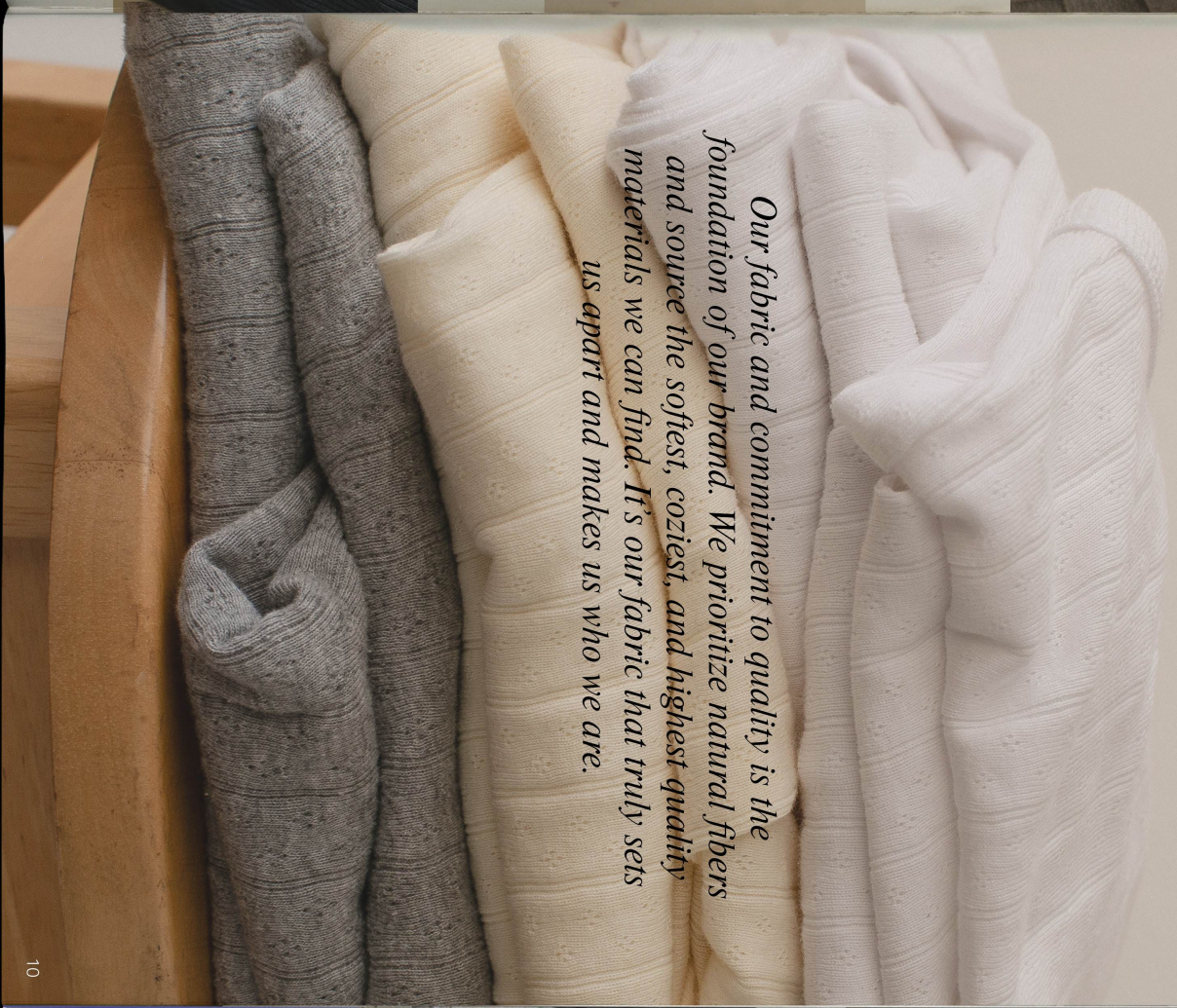
Our 100% cotton poplin is unique in the sense of texture, feel, and weight, giving you ease of wear and a timeless look.



RIB

One of our top selling fabrics, a perfect combination of cotton, modal, and spandex that holds you in all the right places.

Our fabric and commitment to quality is the foundation of our brand. We prioritize natural fibers and source the softest, coziest, and highest quality materials we can find. It's our fabric that truly sets us apart and makes us who we are.



INFLUENCERS

becky_malinsky
2,487 posts 33.4K followers 2,082 following



gabrigolis
851 posts 59.5K followers 2,335 following



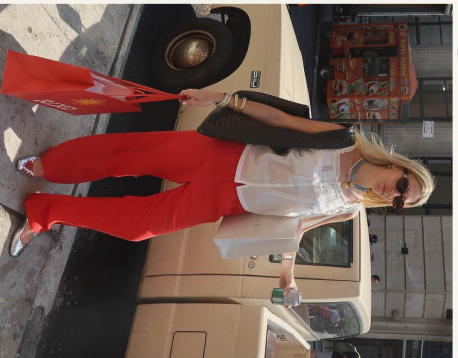
laurelly_
343 posts 33.9K followers 3,545 following



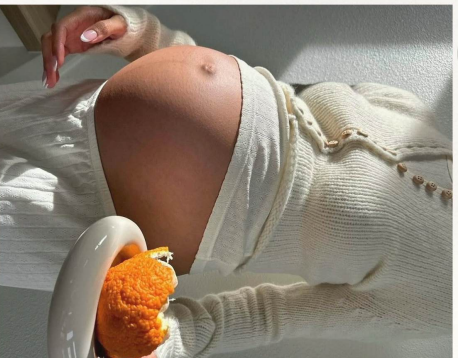
leandramcohen
3,431 posts 1.1M followers 1,023 following



lilysisto
476 posts 79.5K followers 672 following



marazza
524 posts 3.9M followers 325 following



courtneygrow
259 posts 16.4K followers 2,557 following



laurepantin
3,370 posts 58K followers 3,743 following



CUSTOMER REVIEWS

PEYTON ★★★★★
 Recently found Donni and I wish I'd found it sooner! In love with every piece and I already know I'll be wearing it every season and the quality will last. Would recommend to everyone looking for timeless, quality and beautiful clothes.

JESSICA ★★★★★
 Great pants. I can see why people get hooked on this brand. Very high quality, super comfortable and oh so cute.

ARI ★★★★★
 You know they're good (the rib kick flara) if you need more than one. Seriously some of the most comfy pants I've ever owned. Super easy to style and I love how they can be dressed up or down!

NATALIE ★★★★★
 I literally wear a piece of DONNI clothing everyday. It's elevated cozy, classic wardrobe staples.

JESSICA ★★★★★
 Great pants. I can see why people get hooked on this brand. Very high quality, super comfortable and oh so cute.

PENNY ★★★★★
 Currently pregnant and wanted to find a brand to wear this spring and post pregnancy and DONNI is it! The fabrics are so crisp and soft and they go with everything. New staple pieces that I want in every color!

EMILY ★★★★★
 Donni pants are so soft and comfortable, it's hard to believe they look as good or as easy to style as they are! I always feel the best in Donni, everything is high quality and I know I'll be styling it for years to come.

BONNIE ★★★★★
 Perfection in all ways. Style is great, everything is beautiful, construction is quality. I'll be wearing for years to come.

VICTORIA ★★★★★
 Amazing and softest fabric. I take it out of the laundry and wear it immediately, it doesn't make it back to the drawer for long.

INDRE ★★★★★
 Great quality clothing! Comfortable for casual day stroll or going out! Obsessed.

RACHEL ★★★★★
 I've genuinely never received more compliments. DONNI's pieces are lightweight, flattering, and come in gorgeous colors. Totally recommend!

MALLORY ★★★★★
 The eco crewneck is the perfect vintage cut. Fit is perfect. Love that it's organic cotton too and made locally.

FASHIONISTA

“For those days when I want to feel like i’m in loungewear, but can’t get away with wearing the same leggings I also do yoga in, i’m loving DONNI’s silky, super-comfy pants.”

VOGUE

“Don’t sleep on the poplin pant—instead, wear it out. In solids or stripes, it’s a lightweight, stylish choice for picnics and casual brunches.”

COSMOPOLITAN

“DONNI’s kick flare pants have been popping up all over my IG feed and for good reason. They give any outfit an elevated feel. Simply pull these on and wear it with your fave button-up for a sophisticated look without seeming like you tried too hard.”

Forbes

“There’s no doubt that leisurewear had it’s moment in 2020 - but fashion brand DONNI. is proving to stand the test of time.”

POPSUGAR.

“DONNI. has a cult following in the fashion world for good reason. The brand creates essentials that look put-together yet look comfortable as heck to wear.”





DONNI.

US + MAJORS + INTERNATIONAL

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CANADA

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