


DONNI.

BRAND BOOK



Comfortable. Classic. Cool.



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.





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.

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- 01 ECO-TERRY CREWNECK
- 02 THE RIB TANK
- 03 THE POP PANT
- 04 THE RIB KICK
- 05 THE POP BUTTON DOWN
- 06 THE POINTELLE CROP PANT



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.



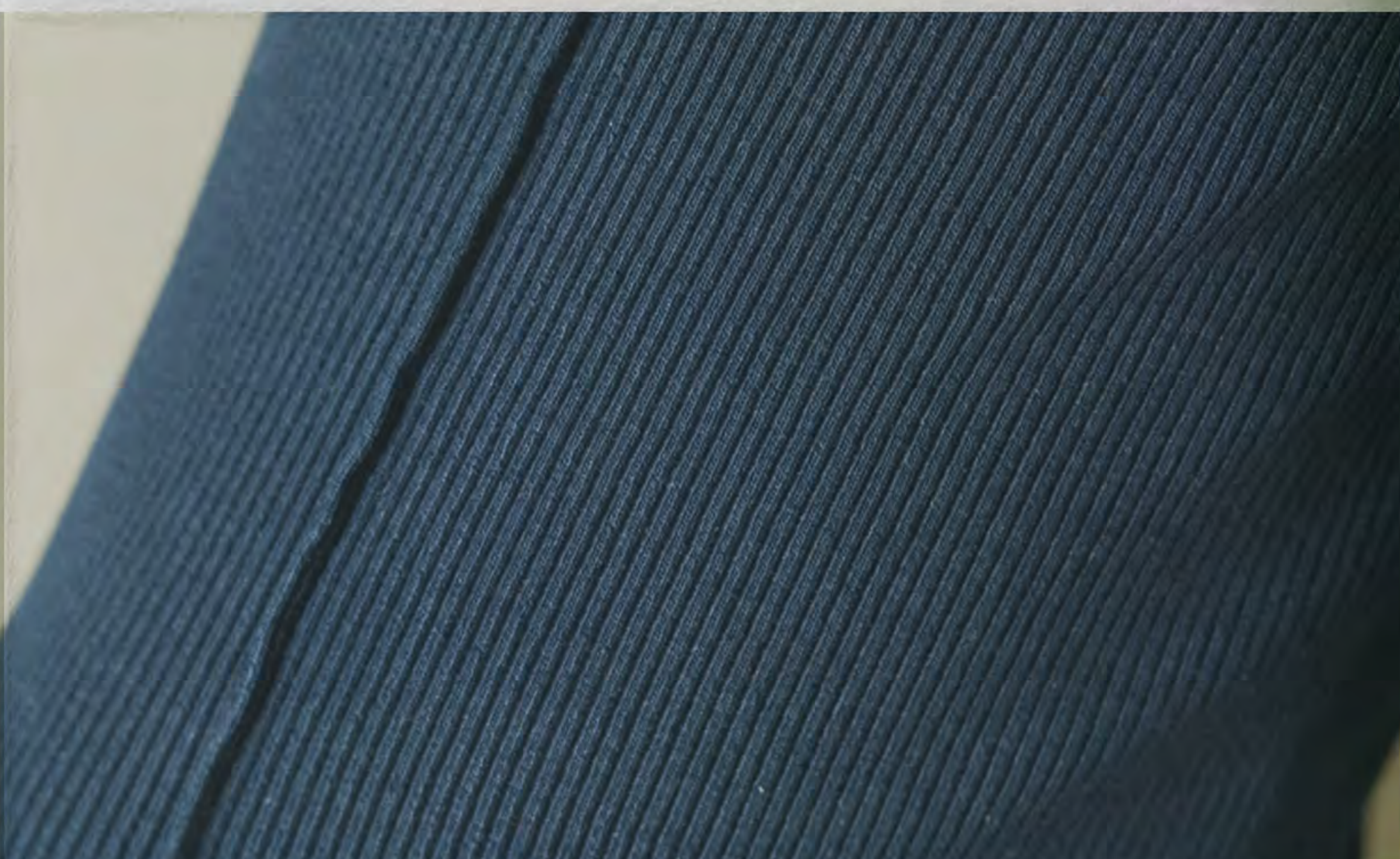
POINTELLE

Pointelle is our most beloved fabrication with a delicate pointelle 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.



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 flare) 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's 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.



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EAST COAST/INTERNATIONAL

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