



DKNY

INTERACTIVE BRAND BOOK

KNY SPORT DKNY

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USING AN INTERACTIVE BOOKLET

HERE ARE SOME TIPS ON NAVIGATING
THROUGH THIS DIGITAL BRAND BOOK:

1. CLICK ON EACH “SECTION” OF THE
TABLE OF CONTENTS. THIS WILL LEAD
YOU TO THAT SPECIFIC TOPIC.
2. CLICK ON THE “HOME” BUTTON
ON THE BOTTOM RIGHT HAND CORNER
OF EACH PAGE TO RETURN TO THE
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3. TO VIEW A VIDEO, SIMPLY CLICK
ON THE  MOVIE SYMBOL.



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A close-up photograph of two women wearing dark blue DKNY puffer jackets. The woman on the left has dark, curly hair and is smiling broadly, showing her teeth. The woman on the right has long, straight blonde hair and is looking directly at the camera with a neutral expression. The background is a plain, light color.

DKNY HISTORY & BRAND DNA

WHO IS DKNY?



From the house founded by Donna Karan
in 1984, DKNY materialized in 1989.

In staying true to the Brand's DNA,
the company's mission is to bring the
consumer through their day and continue
to be inspired by New York City.

DKNY is a global lifestyle brand powerhouse.



DKNY TIMELINE



Donna Karan is named Designer of the Year by the CFDA (Council of Fashion Designers of America).

1985



DKNY is launched

1989

With the launch of "7 Easy Pieces" Donna Karan New York is born.



DKNY Jeans hits stores:
Donna Karan earns second CFDA designer of the year award.

1990



Karan's first menswear collection, signature fragrance, and DKNY Kids are introduced.

1992

The first DKNY store opens in London

1994



Donna Karan International goes public on the New York Stock Exchange; a DKNY store opens in Manchester, England.

1996

Two DKNY fragrances are launched through Estée Lauder; five more stores open across the United States.

1999

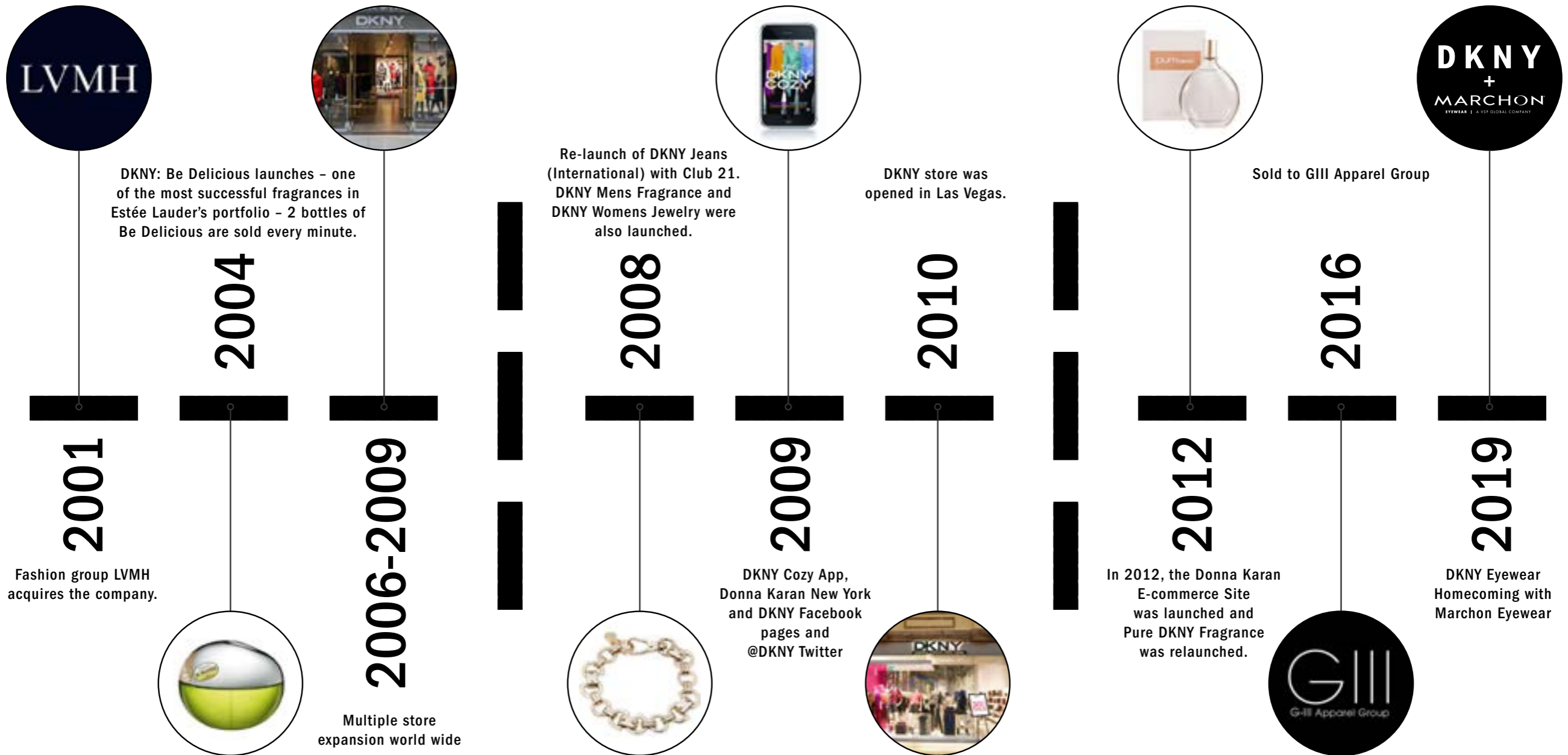


DKNY EYES

Launches Eyewear with Marchon

2000

DKNY TIMELINE



A NEW YORK ATTITUDE WITH UNIVERSAL APPEAL



DKNY promotes and distributes apparel, accessories, footwear and select licensed products with global distribution.

The brand celebrates the spirit of New York by fusing modern tailoring with sophisticated ease.

The company was acquired by GIII Apparel Group in December 2016, and continues to be recognized as one of the most heralded names in American fashion.

The brand is among the top five performers in GIII's portfolio.



DKNY MANIFESTO



This brand would not be without New York City.

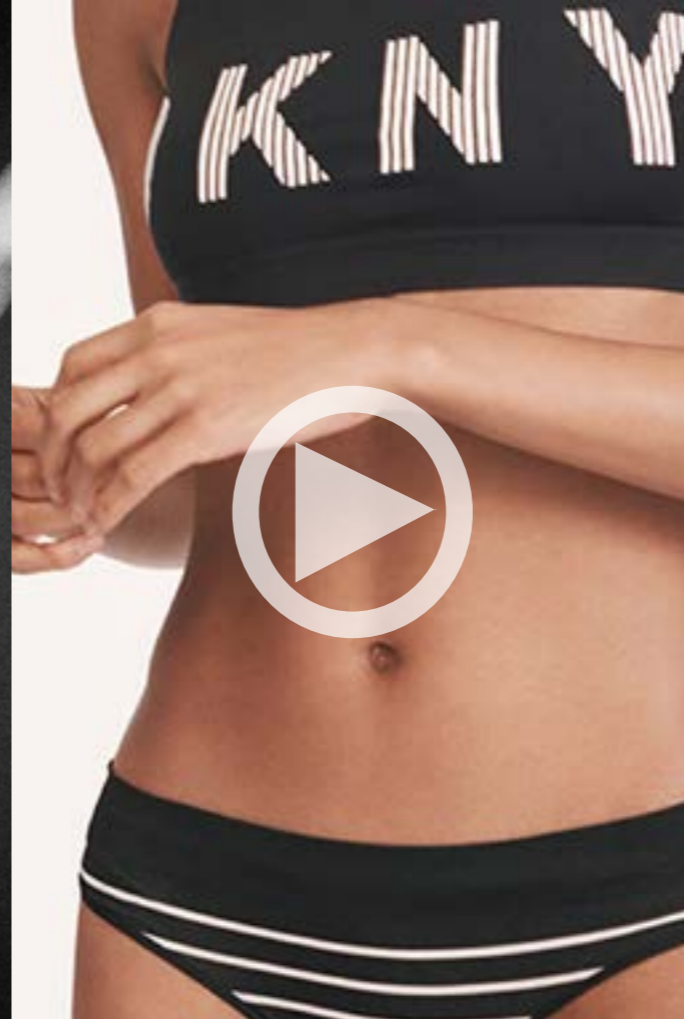
DKNY is as unique as the heart of the city
and transcends geography.



A close-up portrait of a woman with dark, curly hair, wearing a white jacket. She is looking upwards and to the right with a slight smile. Her hands are visible at the top left, holding the collar of the jacket. The background is a soft, out-of-focus grey.

BRAND REACH

WE GIVE YOU
EVERYTHING YOU NEED
TO LIVE A NEW YORK LIFE—
WHEREVER THAT MAY BE.



EYEWEAR

READY-TO-WEAR

INTIMATES

SPORT

SLEEP

SWIM

SHOES

HANDBAGS

ACCESSORIES

WATCHES

HOSIERY

FRAGRANCE

MEN

KIDS

HOME



GLOBAL NETWORK



+ \$400M
GLOBAL REVENUE

20,000 +
POINTS OF DISTRIBUTION GLOBALLY

GLOBAL STRATEGIC RETAIL PARTNERS



DKNY has a presence in nearly every major department store globally and has negotiated strategic placement in key retailers.

HARVEY
NICHOLS

Harrods

RINASCENTE

Galerías
Lafayette



A black and white close-up photograph of two women's faces. The woman on the left has dark, curly hair and is looking slightly to the side. The woman on the right has long, straight hair and is looking directly at the camera. The text "BRAND UPDATES" is centered over the image.

BRAND UPDATES

ADVERTISING CAMPAIGNS



DKNYs advertising campaigns are energetic and engaging.
Each season celebrates NYC and brings the feeling to
everyone around the world.



SOCIAL REACH

DKNY is building a strong connection with their consumers across all social media channels.



CLICK
HERE

FACEBOOK

1.9M FOLLOWERS



CLICK
HERE

INSTAGRAM

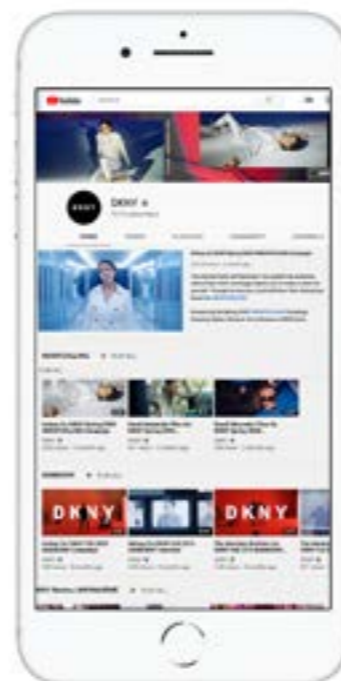
1.9M FOLLOWERS



CLICK
HERE

YOUTUBE

10M VIEWS



CLICK
HERE

TUMBLR

460K FOLLOWERS



CLICK
HERE

TWITTER

565K FOLLOWERS



HOME

MEDIA

DKNY have aggressive advertising plans and impressive media spends. Digital plans include the high-impact display, video distribution, native product integrations and paid social and custom digital programs that encourage consumer engagement.



PRINT

DKNY will continue to have print presence in core US and UK fashion and lifestyle publications for fashion affinity with scale.





CELEBRITIES IN DKNY

CELEBRITIES IN DKNY

DKNY is reaching its target consumer by choosing the freshest young celebrities and influencers of the moment to dress and use in their campaigns.



KENDALL JENNER



KARRUECHE TRAN



DELILAH HAMLIN



WINNIE HARLOW



ASHLEY BENSON, CARA DELEVINGNE,
HALSEY, KENDALL JENNER



INDYA MOORE



CARA DELEVINGNE



ASHLEY BENSON



SYDNEY SWEENEY



HALSEY



CELEBRITIES IN DKNY

— — —

A young woman with curly hair is the central figure, wearing a white DKNY hoodie with the brand name visible on the hood. She is sitting on the hood of a yellow taxi. The background shows a city street with a brick building and a bridge. The text 'THE DKNY CONSUMER' is overlaid in the center.

THE DKNY CONSUMER

THE DKNY
CONSUMER
IS REAL,
CONFIDENT,
ALWAYS MOVING
AND HAS
CHARACTER



REAL
CONFIDENT
IN MOTION
CHARACTER
NEW YORK





OUR BRAND DNA



These traits set us apart from
other fashion brands today.

They are quintessential
things that make us, well, us.

We stake claim to them and
apply them to everything we do.

WE ARE REAL



We don't strive for perfection.
our imperfections
are what make us interesting.





WE ARE CONFIDENT



We exude strength and
bring fearlessness to
everything we do.

WE ARE IN MOTION

■ ■ ■ ■ ■

We are always on the go,
driven by the restless energy
of a city that never sleeps.





WE HAVE CHARACTER



The way you refer to the smart,
interesting people in your life.
we have opinions. a point of view
and lots of ideas.



9AM



11PM

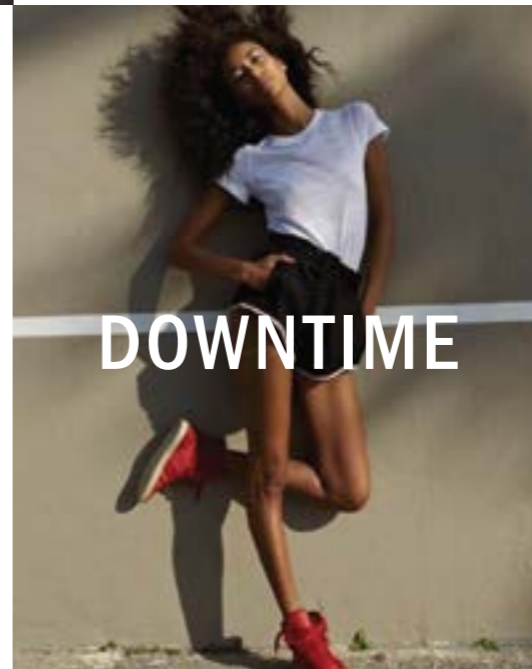


WORK

LIFE + STYLE 24/7



We live a vibrant life. We build modern wardrobes, curated with item-driven essentials designed for ultimate ease.



DOWNTIME



PLAYTIME



HOME



ON POINT



LAIDBACK

HOME

OUR GIRL



She's always moving forward; she's many steps ahead, not just one.

She's that girl you want to hang with at a party.

The woman at the office who knows a thing or two. The friend you call when you need advice, a pep talk, or a hard-to-get reservation.

She's always connected and making connections. And she doesn't just live in the city, she lives the city life: breakfast meetings over green juice and flat whites, cocktails at the Wythe, monthly unlimiteds for the subway, 6AM spin classes, weekends upstate and summers out East.

Her home is an escape. Lived in. Calm. Minimal. It's clean and sparing with warm touches designed more for downtime than date time. Cocktails than dinner parties.

She's the kind of New Yorker you can immediately spot on the streets of London or a beach in Tulum. She doesn't take the crosswalk; she jaywalks. She hustles, but never in a whirlwind. She breezes, never coasts.





OUR PURPOSE

**WE GIVE YOU
EVERYTHING YOU
NEED TO LIVE A
NEW YORK LIFE—
WHEREVER THAT
MAY BE.**



DKNY EYEWEAR STORYTELLING

PRODUCT FRAMEWORK



The Eyewear Collection offers traditional styling updated with pops of color or boyfriend fits that shift the look to make it new.

Framed in three design pillars, the debut collection will bring a bit of NY to everyone.



CITY NATIVE

This family of styles offers classic shapes updated slightly providing a modern DKNY look.

Updates include color-blocking or slightly modifying designs making them new - these styles will unleash your inner New Yorker.

DK5020





DK514S



DK514S

HOME



DK5007

HOME



CONCRETE JUNGLE

Mixed vibes and a myriad of looks
come together in this family of frames.

This pillar offers elements ranging from color
asymmetry to vintage looks remade into a forward form.

DK508S



DK516S



DK5007

HOME



DK5011

HOME



IN MOTION

This collection of frames will feed your restless energy.

Made to keep up with a life IN MOTION and inspired by the City that never sleeps, these designs mix streetwear and sportswear. Inspired by the spirited mover and shaker, these styles feature fun pops of color, oversized boyfriend fits and/or straight brow bars.

DK5015

HOME



DK5015

HOME



DK1014

HOME



A black and white photograph of a building corner. The building has a classical architectural style with stone masonry and large windows. A street sign on a pole at the corner reads 'EXCHANGE PL' and 'WILLIAM ST'. Below these are two 'ONE WAY' signs, one pointing left and one pointing right. The number '29' is visible above a doorway on the right. The text 'DKNY' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

DKNY