

DONNAKARAN
NEW YORK

10 COMMANDMENTS
OF LUXURY SOCIAL MEDIA

BY ALIZA LICHT

@dkny

Luxury Roundtable:
The State of Luxury 2013

A **Luxury Daily** event

1. ATTRACTION, NOT PROMOTION

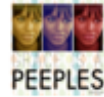


DKNY PR GIRL® @dkny

4 Apr

Of course you wear #DonnaKaran the one night I can't watch live lol xo @kerrywashington

Details



kerry washington

@kerrywashington



“@dkny: Of course you wear #DonnaKaran the one night I can't watch live lol xo @kerrywashington” LOVING THAT SWEATER!

Reply Retweet Favorite More

8

RETWEETS

4

FAVORITES



9:43 PM - 4 Apr 13



DKNY PR GIRL® @dkny

15h

Fitz is having a good hair day today.

Retweeted by ABC's Scandal

Expand



DKNY PR GIRL® @dkny

15h

Jake's head must be exploding right now. #scandal

Retweeted by ABC's Scandal

Expand

February 2, 2013

November 4, 2011



Hello fellow Gladiators. How amazing does Darby Stanchfield look in #DonnaKaran last night at the NAACP Awards? I'm sure Olivia Pope would be proud!

Talk about killing it on the carpet? Last night, Kerry Washington attended Alicia Keys' "Keep A Child Alive" gala. Today, she takes my breath away-

#DonnaKaran

2. CREATE A COMMUNITY

#SHOWMEYOURWEATHER

 @Erikaaaaaaaa
 @dkny rainy #Belgium #showmeyourweather
pic.twitter.com/flD1PCYHR7
 Details



23 A  Kaleisy Bachá Ott. @Kaleisy
 @dkny #ShowMeYourWeather #DominicanRepublic :)
pic.twitter.com/g1DtqkC4c
 Details



 Pakkee @IGiveAFrock
 Following

@dkny it's depressing here in #Singapore. Thunderstorms everyday!
#ShowMeYourWeather twitpic.com/clddgz

Reply Retweet Favorite More
 TwitPic



By Pakkee @IGiveAFrock

 Ma. Gabriela Rincón @mariagabyrf
 Follow

@dkny #showmeyourweather great weather in my town #Venezuela
pic.twitter.com/vYPi7Ub6ZJ

Reply Retweet Favorite More



 DKNY PR GIRL @dkny

Ahh #Seville
 “@dkny Spain has lot of places that we could enjoy :3 prrrr @dkny #ShowMeYourWeather
pic.twitter.com/pILTwB75yB



 madam-editor @TheMadamEditor
 Following

Your Morning weather forecast brought to you courtesy of @dkny with your morning coffee. Follow the hash #ShowMeYourWeather

Reply Retweeted Favorite More

2 RETWEETS 1 FAVORITE

7:42 AM - 23 Apr 13

3. GO WHERE PEOPLE ARE

To Do
FROM THE DESK OF
DKNY PR GIRL

1. Introducing a new world of social *blog.dnynyprgirl.com!*
2. I know I have to do something, but I forgot what it is...
3. Thank you
4. High heel wedge sneakers? Oh yes!
5. Modern meow
6. Pure summer the dress you will live in
7. Later honey, hello leggings.
8. PR Girl's Picks
9. The perfect summer jean

When 140 characters aren't enough...

April 1, 2013

Twitter
WHEN 140 CHARACTERS ARE ENOUGH...
FOLLOW @DKNY

NOTES ON A CITY
The daily lowdown on CULTURE, FASHION, BOOKS, MUSIC, FOOD, EVENTS, FILM, BEAUTY.
DKNY is taking notes so that you don't have to.
FOLLOW

facebook Search for people, places and things

You are posting, commenting, and liking as Donna Karan New York — Change to Aliza Licht

Donna Karan New York Timeline Now

Donna Karan New York
262,892 likes · 6,564 talking about this · 66 were here

Clothing
<http://www.donnakaran.com/>
<http://www.twitter.com/dkny> <http://dknyprrgirl.com/>
<http://youtube.com/donnakaran>

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DONNAKARAN
NEW YORK

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MY DIARY DK TRAVEL DK TALK DONNA'S JOURNAL LOVE LOVE LOVE ART OF DESIGN ASK DONNA



DONNA'S JOURNAL
MY DIARY
WOMEN WHO INSPIRE
DK TRAVEL
LOVE LOVE LOVE
DK TALK

DONNAKARAN NEW YORK
THE COLLECTION
DONNA'S JOURNAL
MY DIARY
WOMEN WHO INSPIRE
DK TRAVEL
SPRING 2013 CAMPAIGN VIDEO
LOVE LOVE LOVE

The Collection
SPRING 2013 CAMPAIGN VIDEO
CAMPAIGN GALLERY
RUNWAY COLLECTION
MODERN ICONS

Collection Journal Stores QR Code Collection Journal Stores Wishlist

4. FLY ON THE WALL


DONNA KARAN ATELIER



DONNA KARAN ATELIER

Donna Karan Atelier dresses are created for the red carpet moment.
FOLLOW THE JOURNEY OF EACH DONNA KARAN ATELIER DRESS FROM THE MOMENT OF INSPIRATION TO THE RED CARPET FINALE.

DRESS X DRESS Y DRESS Z COMME BOUCHON COMME BOUCHON



CLICK ON A TAB TO SEE THE JOURNEY FOR YOUR SELECTED DRESS.

TIMELINE

DRESS X
Dress X was released from Deseb X and is now back at the Thompson Hotel. Choosing on celebrity fittings happening on today and it will be LA. #thesingerdout.
Los Angeles, CA


DRESS Y
Red was easy up Bordeaux sparked inspiration leading direction to a dress red more in the...
Bordeaux, France

DRESS Z
"The dress didn't work out but the stylist had a baby" sounds a relief. The dog with the homework "no?"
#DonnaKaranAtelier #PICKYourDress
Los Angeles, CA

MOST TALKED ABOUT

DONNA KARAN ATELIER
Well worst case, even if Co...
#DonnaKaranAtelier
so many people wish she c...
about 2 days ago

TWITTER BUZZ ABOUT ATELIER



DONNA KARAN ATELIER

Donna Karan Atelier dresses are created for the red carpet moment.
FOLLOW THE JOURNEY OF EACH DONNA KARAN ATELIER DRESS FROM THE MOMENT OF INSPIRATION TO THE RED CARPET FINALE.




'LIKE' DONNA KARAN ATELIER TO FOLLOW THE CUSTOM DRESSES ON THE JOURNEY TO THE RED CARPET

DONNA KARAN ATELIER

Donna Karan Atelier dresses are created for the red carpet moment.
FOLLOW THE JOURNEY OF EACH DONNA KARAN ATELIER DRESS FROM THE MOMENT OF INSPIRATION TO THE RED CARPET FINALE.

BLUSH DRESS

ASHLEY GREENE
Premiere "The Twilight Saga: Breaking Dawn - Part 2"
November 12, 2011.
Los Angeles, CA




Ashley Greene attends the premiere of "The Twilight Saga: Breaking Dawn - Part 2" in a custom made Donna Karan Atelier gown.

Photo Credit: Jason Lufkins/FilmMagic

See Other Atelier Dresses That Have Made Their Red Carpet Walk >>

TIMELINE

DRESS X
Waiting with Aes team in Macau to finalize the gown's fabulous fabrics.
Macau



Select a city above and follow Dress X's journey around the world

To Do

FROM THE DESK OF
DKNY PR GIRL

1. Introducing a new world of social *blog.dknyjeans.com!*
2. I know I have to do something, but I forgot what it is...
3. Thank *you*
4. High heel wedge *sneakers? Oh yes*
5. Modern *meow*
6. Pure summer *the dress you will live in*
7. Later hosiery, hello *leggings.*
8. PR Girl's *Picks*
9. The perfect summer *jean*

Twitter

WHEN 140 CHARACTERS
ARE ENOUGH...

FOLLOW @DKNY

dkny pr girl®

When 140 characters aren't enough...

January 11, 2013

You're Invited...



#peopleglobes

Sometimes you just need to go where everyone knows your name right? If you're too young to get that, google #Cheers.

Anyhoo, my friends at People & People Stylewatch had a fabulous idea for the Golden Globes. Why not invite their



I'm your well-placed fashion source bringing you behind-the-scenes scoop from inside Donna Karan New York & DKNY and my life as a PR girl living in NYC.

NOTES ON A CITY

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CULTURE, FASHION, BOOKS,
MUSIC, FOOD, EVENTS,
FILM, BEAUTY.

DKNY is taking notes
so that you don't have to.

FOLLOW



DKNY PR GIRL® dkny
What CelebX almost wore.

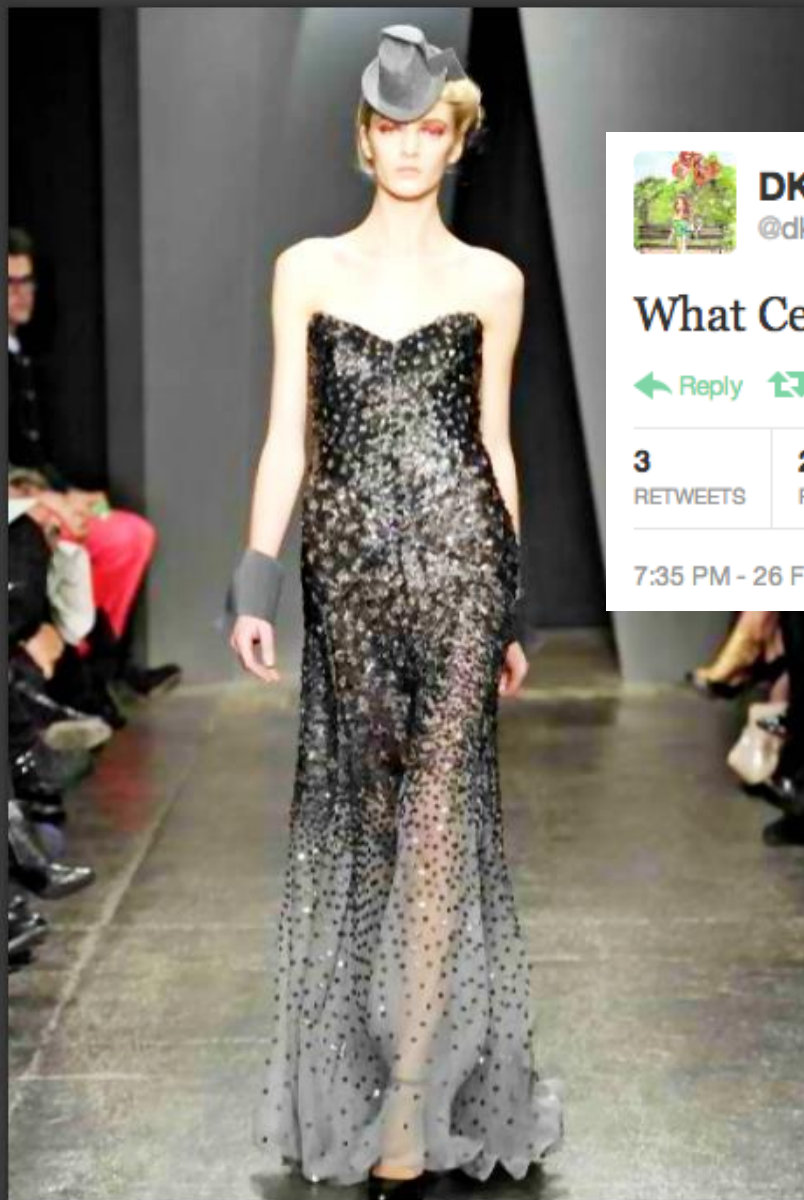
Feb 27

Tweet 21

Like 0

2,264 views

0 comments



DKNY PR GIRL® ✓

@dkny



Following

What CelebX almost wore. campl.us/hXXP

Reply Retweet Favorite More

3
RETWEETS

2
FAVORITES



7:35 PM - 26 Feb 12

5. HONORARY #PR PEOPLE



Laurie Brookins
@StyleWriterNYC



Follow

Berenice Marlohe is a serious Wow in silver silk lame [#DonnaKaranAtelier](#) at tonight's [@BRIT Awards](#); so glam, [@dkny](#) ...
twitpic.com/c5faj2

Reply Retweet Favorite More

TwitPic



Stephanie Nicole
@OHLolaLace



Follow

[@dkny](#) [#DonnaKaranAtelier](#) is putting in some serious work tonight! Sheesh! [#Loveit](#)

Reply Retweet Favorite More

2

RETWEETS

1

FAVORITE



recirich.com
@ReciRich



Follow

I can't get enough of Kelly Rowland in [#DonnaKaranAtelier](#) at the [#oscars](#) [@DKNY](#)



Ellie Larson
@i_am_ellie



Follow


Completely obsessed with Sofia Vergara's perfectly draped, white [#DonnaKaranAtelier](#)! The neckline/strap situation is so good. [@dkny](#)

6. CRASH THE PARTY

#TWITTERBALL WITH VOGUE - #METBALL

May 4, 2012

You're Cordially Invited....




...to a Twitter Ball
in honor of
the #METGala
6:30p-8:30p


CLICK HERE TO WATCH THE RED CARPET LIVESTREAM


BYOTH: Bring Your Own Twitter Handle
& remember to tweet:
[@dkny](#) [@voguemagazine](#) [@metmuseum](#) #MetGala


RSVP required: [@dkny](#)


This invitation is TOTALLY transferable-

 **IFB** @_IFB 7 May
Gasp! She is stunning! RT [@dkny](#): [@ninadobrev](#)'s divine back in [#DonnaKaranAtelier](#) [#METGALA](#) [pic.twitter.com/enXVP8eA](#)
[View photo](#)

 **GarmentalDotCom** @Garmental 7 May
Watching the [#MetGala](#)? Favorite looks? We hear cheers for [#DonnaKaranAtelier](#) [@DKNY](#) worn by [@NinaDobrev](#) & [@AshleyMGreene](#)
[Expand](#)

 **Bari Jessica** @bari_jessica 7 May
[@dkny](#) [@ninadobrev](#) your tweets were not exaggerating! That's a gown and a half and she is werqing it like a pro!! [#MetGala](#) [#DonnaKaranAtelier](#)
[View conversation](#)

 **Chelsey Rogerson** @chelcity 7 May
I die. RT [@dkny](#): [@ninadobrev](#) in [#DonnaKaranAtelier](#) at the [#MetGala!](#) [pic.twitter.com/h4Q5zjgv](#)
[View photo](#)

 **sandra camara** @sandracamara 7 May
[@ninadobrev](#) RT [@tomandlorenzo](#): Nina Dobrev in [#DonnaKaranAtelier](#) at [#MetGala](#) [@VogueMagazine](#) [@DKNY](#) [pic.twitter.com/om2TK4O8](#)
[View photo](#)

408 tweets mentioning
[@dkny](#), with
[@voguemagazine](#) and
[#METGala](#)

7. THINK OUTSIDE
YOUR BOX

May 9, 2012



To Do

FROM THE DESK OF
DKNY PR GIRL

1. DKNY Exclusively for Opening Ceremony is going fast!!
2. The wait is over! Zohary24 for DKNY bags *not* available!
3. Big news! Donna Karan iconic jersey dresses now exclusively on *Leak The Runway*
4. But you don't own *this*
5. Modern *meow*
6. Major *shoes*
7. The perfect *mini-jean shirt dress*
8. Cat *eyes*
9. Exciting! We're nominated for *#Fashion20 Awards!* Help is *win note here!* *xxxx*

Twitter

WHEN 140 CHARACTERS ARE ENOUGH...

FOLLOW @DKNY

dkny pr girl®

When 140 characters aren't enough...

May 9, 2012



Prom. Yes, that's how Tessa Von Walderdorff, daughter of famed photographer Franz Walderdorff went to the Ross School of East Hampton prom. She's wearing a #DonnaKaran dress and #DKNY sandals. I should post my prom picture next to this one just to show you the difference between 1992 and now. Wow, Tessa you look j'Amazing. Chic on-

p.s. photo by Franz Walderdorff, naturally



I'm your well-placed fashion source bringing you behind-the-scenes scoop from inside Donna Karan New York & DKNY and my life as a PR girl living in NYC.

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DKNY is taking notes so that you don't have to

FOLLOW

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Chic on-

p.s. photo by Franz Walderdorff, naturally



Gabrielle Douglas ✓

@gabrielledoug

Follow

Thank you Donna Karan for the AMAZING dress ☐ to wear to the Oscar Vanity Fair Party!! [instagr.am/p/WJLlvhN5uJ/](https://www.instagram.com/p/WJLlvhN5uJ/)

Reply Retweet Favorite More

22

RETWEETS

84

FAVORITES



10:13 p.m. - Feb 24, 2013

gabbydoug2012 ·



31.2k

gabbydoug2012 · 14h
Thank you Donna Karan for the AMAZING dress ☐ to wear to the Oscar Vanity Fair Party!!

ginevieve2012 · 14h
U r sooooo BEAUTIFUL!!! <3

collin_cutie · 2h
Beautiful

xoxo_its_izz · 2h
Love love love!!

ljchaisson · 1h
Beautiful

iluvmykids4 · 1h
Gorgeous !!

skittle_castle · 1h
So gorgeous

mondeferguson · 1h
You look beautiful!

imani116 · 1h
Gorgeous

allisonmchernandez · 9m
You are a wonderful role model!! So beautiful!

Add a comment



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GIVE \$20, GET \$20 ▶

FEATURES: [PROM](#) • [COCKTAIL ATTIRE](#) • [BLOG](#)

Like 6

DONNA KARAN NEW YORK

The Donna Karan New York Collection is a Modern System of Dressing created to appeal to women's senses on every level. Founded on an intuitive understanding of a woman's needs and desires, this exclusive collection embodies the ultimate in luxury, sensuality, comfort, and creative expression. Always utilizing the finest quality fabrics, workmanship and technological innovation. "Everything I do is a matter of heart, body and soul," says Donna Karan. "For me, designing is an expression of who I am as a woman, with all the complications, feelings and emotions."




8. SHUT UP & LISTEN



Tattsjane

@tattsjane

 Follow




REALLY not thrilled that stitching is separating on my \$1700 DonnaKaran purse from @holtrenfrew in midst of my night. @holtrenfrewpr @dkny

 Reply  Retweet  Favorite



Tattsjane

@tattsjane

 Follow



My new social media superheroine is @dkny...she sets the gold standard for bringing fashion to life online..and taking care of her fans!

 Reply  Retweet  Favorite

11:23 AM - 7 May 12 via HootSuite · Embed this Tweet

9. CROSS POLLINATE

BACK PREVIOUS NEXT

Designer Focus: Donna Karan Evening

f t @ ✉

4/3 2012



BACK PREVIOUS NEXT

DKNY PR GIRL Picks: Donna Karan Spring

f t @ ✉

1/27 2012

You know that moment. Someone enters the room and you are blown away by the way they look. Poised, effortless, yet perfectly pulled together. Sexy, but not over the top. A look that makes necks hurt from all the craning. A look that I like to call "stare-worthy".

I have worked in Public Relations at Donna Karan for 14 years. I know the clothes inside and out. But more importantly, I know the effect they have on the people who wear them (celebrities included).

Donna talks a lot about sensuality and how the clothes feel on the body. But I like to focus on how the clothes make YOU feel. Confident. Powerful. Hot. Should I go on?

I always say that if you didn't make an entrance, you picked the wrong look. So grab a pen and take notes because your closet called and is bored to tears. It's time to spice it up so here's what I think you need for Spring 2012...



THE BERGDORF GOODMAN SWIPE

5th/58th BERGDORFGOODMAN.COM

ON LOCATION
INSPIRATION
VISUAL
ARCHIVE
THE TEAM

BG STORIES

Tales from within the walls of Bergdorf Goodman

WHAT'S YOUR BG STORY?

BG Stories: DKNY PR Girl

f t @ ✉

10/11 2011

For as long as I can remember, shopping was a family sport. My family in particular showed shopping athleticism on an Olympic level.

[View More](#)



Reblog

Tweet 0

Like 0

Our latest BG Story is up... oh hey DKNY PR Girl.

[Read her story on 5th/58th](#)

[Shop on 5th/58th](#)



Entertainista.com

@entertainista



Follow

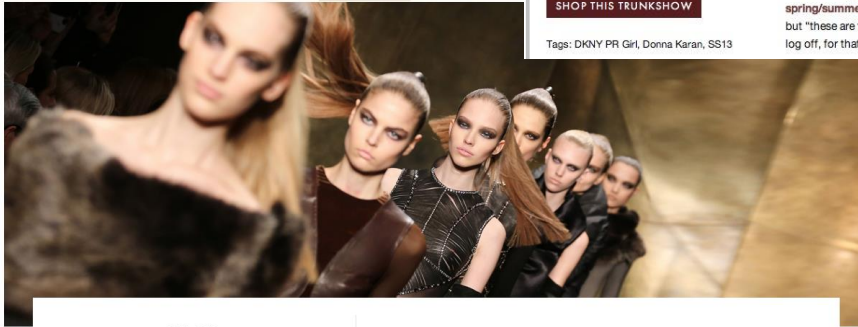
One of our fave #DonnaKaran @dkny Fall 2013 jackets is now available on @modaoperandi. So Chic bit.ly/XUHUEH twitpic.com/c6ji19

Reply Retweet Favorite More



MODA OPERANDI

DESIGNERS TRUNKSHOWS BOUTIQUE MAGA



F/W 2013

DONNA KARAN NEW YORK

TRUNKSHOW ENDS ON FEBRUARY 28 AT 11 PM EST

Only Donna Karan could make such a somber palette so strikingly interesting. For fall 2013, the doyenne of black achieves this feat with hyper-modern asymmetry and unexpected bursts of luxe—accents of leather and swaths of fur. The collection culminates in a series of floor-sweeping gowns, articulated in Karan's signature jersey.



M'O MODA OPERANDI

SHOP TRUNKSHOWS TRUNKSHOW CALENDAR MAGAZINE HOW M'O WORKS

MAGAZINE

BLOG EDITORIALS

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DONNA KARAN NEW YORK SS 2013

"THESE ARE THE CLOTHES THAT PEOPLE WILL BE TALKING ABOUT LONG AFTER YOU LEAVE THE ROOM." - ALIZA LICHT (AKA: DKNY PR GIRL)



BUY NOW

ITEM OF THE DAY

@MODAOPERANDI

Sneak peek... @31philliplim signature satchel comes in prints and patterns for SS13! http://t.co/jb1wtirbM 6 hours ago

SEPTEMBER 23, 2012

DKNY PR GIRL'S PICKS

Donna Karan

SHOP THIS TRUNKSHOW

Tags: DKNY PR Girl, Donna Karan, SS13

As one of the pivotal trailblazers of the fashion twitterverse, Donna Karan's resident social media queen, Aliza Licht (the voice of @dkny and the mastermind behind DKNY PR Girl) knows how quickly a trend can come and go in the online world. Licht's 400,000+ twitter followers have a voracious appetite for new content, but if there's one thing that Licht knows, it's what will keep them satiated tweet after tweet: The show-stopping glamour of Donna Karan runway gowns. Just for us, Licht has chosen her favorite looks from the spring/summer 2013 collection. Tweets, Instagrams, and Pinterest boards will come and go, but "these are the clothes that people will be talking about long after you leave the room"—or log off, for that matter —H.B.

donna karan new york Like 1

The luxury collection designed by Donna Karan



Follow

10,858 followers, 46 pins



Long-Sleeve Mermaid Jersey Gown, Black by Donna Karan at Bergdorf Goodman.

4 likes 15 repins

bergdorfgoodman.com



Hand-Woven Tweed Jacket, Midi Skirt & Cross-Back Bodysuit by Donna Karan at Bergdorf Goodman.

2 likes 11 repins

bergdorfgoodman.com



Donna Karan - Strapless Bustier Gown

10 likes 1 comment 20 repins

m.nelmanmarcus.com

Tiara Beth I would walk down the aisle in this.

Add a comment...

Comment



Just let me know what time our summer garden soiree is, because my outfit is all ready,

4 likes 13 repins

donnakaran.com



'Tis the season....

3 likes 2 repins



Be a #ModemIcon

9 likes 22 repins

dknyprgirl.tumblr.com



ocelot! entrance-making coat

1 like 5 repins

donnakaran.com



need. want. must have.

8 likes 19 repins

donnakaran.com



Work that hip. #DonnaKaran Fall 2012



Draped Jersey Long-Sleeve Dress by Donna Karan at Bergdorf Goodman.

3 likes 18 repins

bergdorfgoodman.com



this is so me.

17 likes 32 repins

donnakaran.com



If this isn't chic & forever, I don't know what is-

15 likes 53 repins

donnakaran.com



10. THINK TINY

dkny pr girl®

When 140 characters aren't enough...

July 12, 2011

#PR101: NEVER LET THEM SEE YOU SWEAT-

Ok this is not a plug for deodorant (although as a side note, I swear by [Donna Karan Cashmere Mist](#)), but a very simple way of saying never let them see you sweat "emotionally" in the workplace.



TO BE CONTINUED....