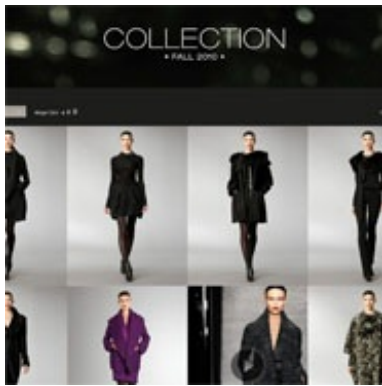


COMMERCE

Donna Karan Collection pushes sales with ecommerce site

September 30, 2010



By KAITLYN BONNEVILLE

Donna Karan has launched its first two ecommerce sites, Donna Karan Collection and DKNY.



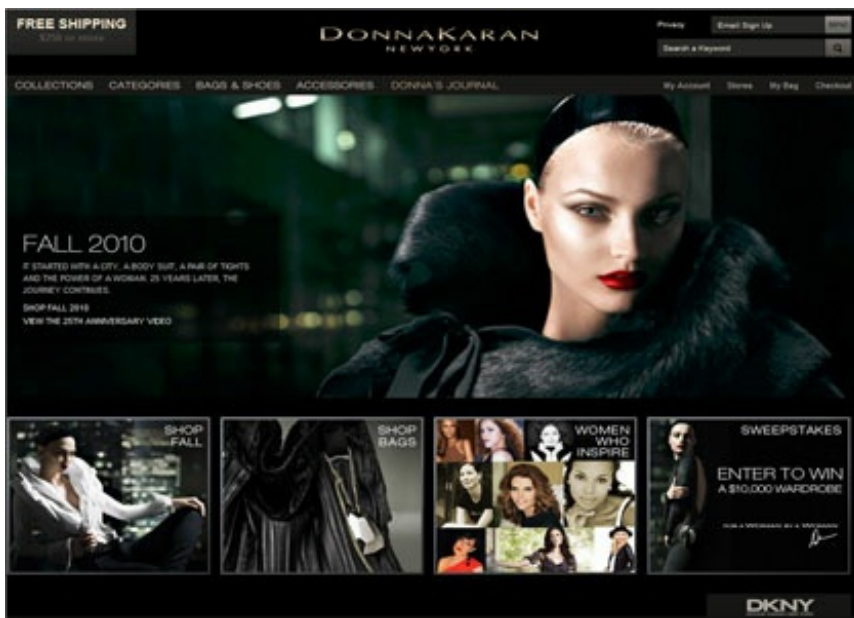
The Web sites are united and feature a single checkout, but the upscale Donna Karan Collection maintains its own, distinct personality from that of DKNY.

When the landing page first loads, consumers see an aerial view of the New York City skyline and are prompted to enter either the DKNY or Donna Karan Collection portals.

The **Donna Karan Collection** is divided into “Collections,” “Categories,” “Bags & Shoes” and “Accessories” in a navigation bar at the top of the screen.

The “Collections” category breaks down into four smaller subcategories – “Resort 2010,” “Fall 2010,” “Cashmere” and “Aspen Glam,” – that, once clicked, are promoted in the middle of the page and again at the bottom with clickable, corresponding images.

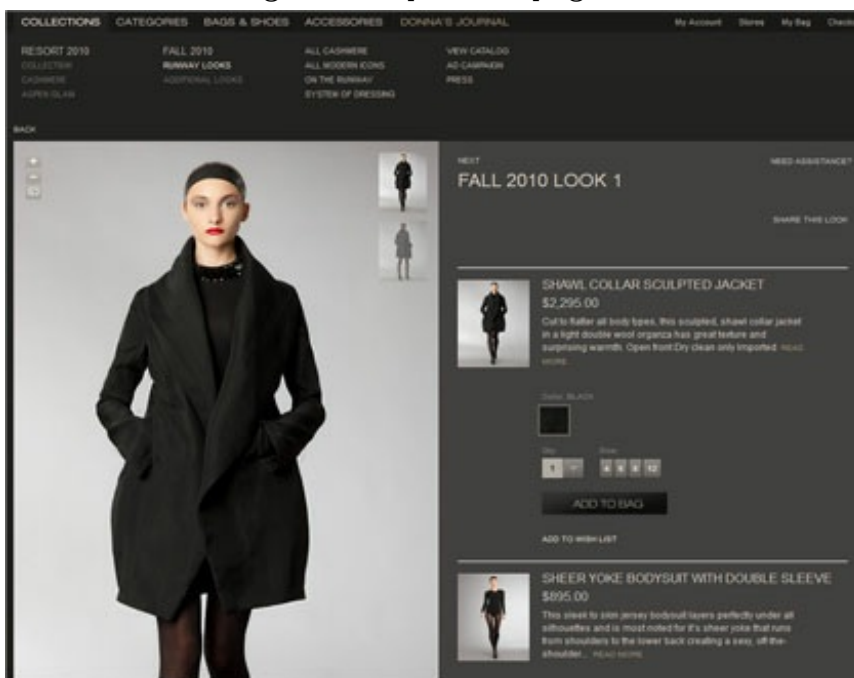
Here is a screen grab of the Donna Karan Collection's landing page.



Each collection features a video

from a runway show. By clicking on individual pieces within a collection, consumers are provided with more information on the sizing, pricing of a product and can zoom in and change angles. They can add the product to a wish list or shopping cart.

Here is a screen grab of a product page from the Web site:



Along the bottom are clickable images, prompting consumers to browse through the fall collection, bags, women who inspire, or enter a \$10,000 Donna Karan wardrobe sweepstakes.

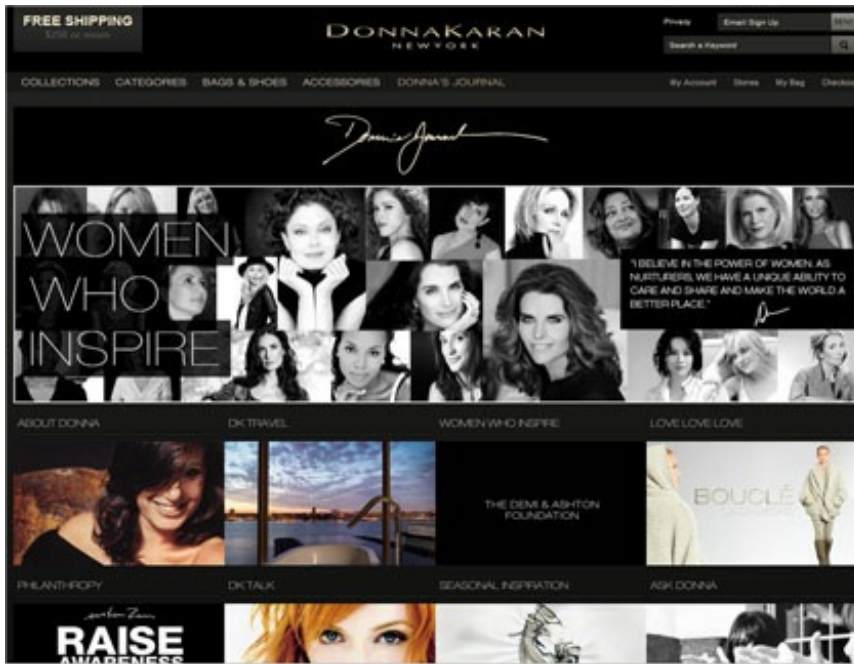
Consumers can view multimedia content that includes runway videos and lookbooks, interviews with fashion editors and celebrities influenced by Donna Karan, and 360-degree angled views of products.

One unique Web site feature is “Donna’s Journal.” It includes background information on the fashion designer, travel posts and photos from her destinations, information on philanthropic organizations, and highlighted pieces from the Donna Karan Collection.

There is also a section called “Women Who Inspire,” highlighting a variety of actresses,

models and celebrities who donate and volunteer with charitable causes.

Here is a screen grab of "Women Who Inspire:"



Both sites were created under the [createthe group](#) platform, which recently launched the Marc Jacobs ecommerce site ([see story](#)).

Final Take

Kaitlyn Bonneville is editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.