



DONALD J PLINER

Visionary designer Donald J Pliner launched his line of luxury footwear and accessories in 1989, and immediately established a reputation for innovative design and high style for both men and women. Pioneering new materials, such as stretchable micro-fibers, he also brought unprecedented comfort, flexibility and lightness to footwear.

Inducted into the Footwear News Hall of Fame in 2004, Pliner has stayed true to his motto, “when the feet are uncomfortable, so is the mind, so is the body, so is the soul.” So committed is he to comfort, Pliner still designs every pair of shoes himself, and each new design is screened on a fit model, walking on various surfaces, to assure perfect fit and function.

Based in a 25th floor aerie on Manhattan’s Fifth Avenue at 57th street, the Donald J Pliner corporate office and showroom transports the visitor inside the highly visual world of the designer’s mind. The museum-like presentation of shoes-as-art coexists comfortably with the relaxed living-room-like setting. Overstuffed sofas, artifacts and unique collections of masks, horns, and African textiles from his travels create a casual elegance that at once welcomes and relaxes the visitor. “The Moroccan influence was a result of traveling for pleasure for 12 consecutive years to Morocco,” says Pliner. “I love the mystique of the area, the colors, the scents, the beat of the drums, the rhythm in general...there’s a romance, it’s visually hypnotic.”

As casual as the atmosphere of his office and home, Pliner is anything but laid back. Nothing goes unnoticed in the world of Donald J Pliner. Colors, shapes and profiles all have meaning. And just as the products are always approachable, so are his name-branded stores, which are designed for relaxation, where you can take off your shoes, cozy up with a cool drink and stay awhile, like an invited guest.

Born into a Chicago-based family shoe business, life at DJP is also a family affair. Creative director Lisa Pliner, Donald’s wife and frequent model for the innovative ad campaigns, is now helping to design for Donald under her own name. The patterns she has created are hip and edgy; sure to turn a head or two. The Pliner family grew several years ago after they adopted Starr Emmanuelle and of course, the Pliner’s pure white Maltese, Baby Doll, is an ever present influence as well.

Today, this global brand, manufactured in both Italy and Spain, has established an almost cult following among men and women who were originally attracted by the fashion-forward style and return again and again for the comfort and craftsmanship. The company continues to grow now internationally with the intent of expanding its fan club around the world.

The Donald J Pliner Collection now includes men’s and women’s casual and dress footwear, handbags, and leather clothing. The collection is sold nationwide in select specialty stores, upscale department stores such as Saks Fifth Avenue, Nordstrom, Dillard’s, Bloomingdale’s, and at six concept stores (Aventura, Beverly Hills, Coral Gables, Houston, Las Vegas, San Jose), and online at www.donaldjpliner.com.

