DONZA

E-COMMERCE LOOKBOOK

Q4 DROP 2024

The Essentials sweater & hoodie suits for men, women and kids. Every style shot front, back, side and in close-up on one grey for the webshop.

SHOT BY YASSA · 19 OCTOBER 2024



ONE STUDIO DAY, THE WHOLE DROP

On 19 October 2024 the full Q4 collection went through the studio in one day: on model, graded and retouched to one consistent grey so every colourway sits side by side in the webshop.

38
LOOKS ON MODEL

10
COLOURWAYS

3
LINES: MEN, WOMEN, KIDS

300
IMAGES DELIVERED



HOODIE & SWEATER SUITS

Hoodie suits on top, sweater suits below: every colourway shot on the same mark with the same light.





MEN

CREAM HOODIE SUIT

DONZA

FRONT · BACK · SIDE · DETAILS



BACK



SIDE



CLOSE · FRONT



CLOSE · BACK



MEN

BLACK HOODIE SUIT

DONZA

FRONT · BACK · SIDE · DETAILS



BACK



SIDE



CLOSE · FRONT



CLOSE · BACK



MEN

ARMY GREEN SWEATER SUIT

DONZA

FRONT · BACK · SIDE · DETAILS



BACK



SIDE



CLOSE · FRONT



CLOSE · BACK



WOMEN

TURQUOISE SWEATER SUIT

DONZA

FRONT · BACK · SIDE · DETAILS



BACK



SIDE



CLOSE · FRONT



CLOSE · BACK



MEN

BROWN HOODIE SUIT

DONZA

FRONT · BACK · SIDE · DETAILS



BACK



SIDE



CLOSE · FRONT



CLOSE · BACK



WOMEN

CREAM SWEATER SUIT

DONZA

FRONT · BACK · SIDE · DETAILS



BACK



SIDE



CLOSE · FRONT



CLOSE · BACK



MEN

GREEN ZIP HOODIE

DONZA

FRONT · BACK · SIDE · DETAILS



BACK



SIDE



CLOSE · FRONT



CLOSE · BACK



MEN

DEEP BLUE HOODIE

DONZA

FRONT · BACK · SIDE · DETAILS



BACK



SIDE



CLOSE · FRONT



CLOSE · BACK

WOMEN

Sweater suits, hoodie suits and the zip hoodies, cut for women and shot on the same grey.








KIDS

The kids' sizes in every colourway, so families can match.



THE BACKS TELL THE STORY

Every style also got half-body close-ups front and back, so the tonal Essentials embroidery, the Discover Yourself prints and the eagle artwork read at product-page size.



GREY SWEATER



CREAM SWEATER



ARMY GREEN



CREAM HOODIE



GREEN ZIP HOODIE



DEEP BLUE HOODIE

DONZA

DELIVERED

WEBSHOP-READY, PER STYLE

One folder per style with front, back, side and two close-ups, plus a version with the brand patch for the patch line. Retouched, colour-matched and exported for the webshop.

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