



Dnr.
ESTABLISHED 1860



DONDERS FASHION LOOKBOOK

SS'27 MEN & WOMEN



Special thanks to Hendriks Tuinen – Beleef Ultieme Klasse in Didam, The Netherlands for providing the beautiful location for this photoshoot and helping bring the Spring/Summer 2027 collection to life.

PREMIUM JACKETS. Dutch Designed, Sustainably Made.

For Spring/Summer 2027, Donders Fashion continues to build on a legacy defined by craftsmanship, authenticity and strong partnerships. Inspired by over 165 years of heritage, this season represents not only a new collection, but also the people, collaborations and stories that shape the future of our brands.

A special highlight within this season is the continued partnership between Donders 1860 and Roetgerink. What began as a strong collaboration has evolved into a year-round partnership built on shared values, trust and a mutual passion. With the opening of the new Roetgerink store, this partnership enters an exciting new chapter, creating even more opportunities to inspire customers with timeless style and quality.

This lookbook also pays tribute to Klaas Gjaltema and his remarkable 36-year journey within Donders Fashion. His dedication, expertise and passion have played an essential role in shaping the identity of our brands as it stands today. Klaas represents the craftsmanship, loyalty and family spirit that continue to define Donders Fashion across generations.

Alongside these stories, the Spring/Summer 2027 collection introduces refined seasonal themes, lightweight materials, modern silhouettes and versatile pieces designed for effortless comfort and confidence. Combining timeless design with contemporary functionality, the collection reflects the evolving lifestyle of the modern man and woman while staying true to our DNA.

In this lookbook, you will discover the key seasonal highlights, special collaborations and the people who continue to make Donders Fashion what it is today.

Donders Fashion. *Feeling Free!*

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Donders 1860 represents menswear where tradition, quality, and sustainability come together. Our jackets are crafted from leather, wool and textiles built to last, offering warmth, protection and confidence timeless pieces made with care for people and the planet.

Every jacket reflects our commitment to craftsmanship and environmental responsibility, creating pieces that are made to be worn, cherished, and passed on.

Donders 1860.
Premium Jackets.
Dutch Designed, Sustainably Made.



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DNR stands for contemporary women's fashion where style, comfort, and sustainability meet. Our collection of high-quality, weather-proof jackets gives women freedom, protection, and elegance all in one.

DNR is still evolving, and this lookbook is just a first glimpse. There's so much more to discover as we continue to shape our vision for modern, conscious design.

DNR.
Premium Jackets.
Dutch Designed, Sustainably Made.



MEN'S WEAR

Textile



OUTERLOOM BLOUSON
Article number: 22020

- 100% Polyester
- Lining provided with one inner zip pocket and one inner pocket with button closure
 - Knitting at waistband and cuffs
 - Guilted
 - Suede look
 - Water repellent shell
 - Recycled materials

Our model is 187 cm tall and wears size L/52 (Colours 633 & 640: Sage Moss & Iceberg Green)

Colours	
140: Stone	
385: Tan	
633: Sage Moss	
640: Iceberg Green	
721: Aqua Blue	
780: Marine	



FREEROAM BLOUSON
Article number: 22090

- 100% Polyester
- Lining provided with one inner zip pocket and one inner pocket with button closure
 - Knitting at waistband and cuffs
 - Guilted
 - Suede look
 - Water repellent shell
 - Recycled materials

Our model is 187cm tall and wears size L/52 (Colour 140: Stone)

Colours	
140: Stone	
640: Iceberg Green	
780: Marine	



WILDTRACK JACKET
Article number: 22086

- 100% Polyester
- Lining provided with one inner zip pocket and one inner pocket with button closure
 - Suede look
 - Water repellent shell
 - Recycled materials
- Our models are 187cm & 189cm tall and wear size L/52 (Colours 640 & 780: Iceberg Green & Marine)

Colours
140: Stone
385: Tan
640: Iceberg Green
721: Aqua Blue
780: Marine



SIGNATURE JACKET
Article number: 22085

- 100% Polyester
- Lining provided with one inner zip pocket and one inner pocket with button closure
 - Guilted
 - Suede look
 - Water repellent shell
 - Recycled materials
- Our model is 187cm tall and wears size L/52 (Colour 640: Iceberg Green)

Colours
140: Stone
385: Tan
640: Iceberg Green
780: Marine



METROPOOL BLOUSON

Article number: 22095

100% Polyester

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Knitting at waistband and cuffs
- Guilted
- Suede look
- Water repellent shell
- Recycled materials

Our model is 189cm tall and wears size L/52 (Colour 410: Antilope)

Colours

111: Off-white
410: Antilope
633: Sage Moss



URBANIST JACKET

Article number: 22096

100% Polyester

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Suede look
- Water repellent shell
- Recycled materials

Our models are 187cm & 189cm tall and wear size L/52 (Colours 111 & 410: Off White & Antilope)

Colours

111: Off-white
410: Antilope
633: Sage Moss



CLOTHORY BLOUSON
Article number: 22026

- 100% Polyester
- Lining provided with one inner zip pocket and one inner pocket with button closure
 - Adjustable elastic string in collar
 - Windproof shell
 - Waterproof shell
 - Recycled materials
 - Breathable
 - Bionic finish eco
 - Taped seams

Our model is 189cm tall and wears size L/52 (Colours 133 & 651: Dark Taupe & Middle Olive)

Colours	
133: Dark Taupe	
142: Beige	
651: Middle Olive	
682: Thyme	
799: Navy	



POLVAIR BLOUSON
Article number: 22030

- 100% Polyester
- Lining provided with one inner zip pocket and one inner pocket with button closure
 - Stretch
 - Water repellent shell
 - Recycled materials
 - Bionic finish eco
 - Comfortable

Our model is 189cm tall and wears size L/52 (Colour 692: Dark Green)

Colours	
140: Stone	
692: Dark Green	
799: Navy	



OLD-GUARD BLOUSON

Article number: 22100

100% Polyester

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Windproof shell
- Waterproof shell
- Recycled materials
- Breathable
- Bionic finish eco

Our model is 187cm tall and wears size L/52 (Colour 651: Middle Olive)

Colours

133: Dark Taupe
142: Beige
651: Middle Olive



STADSLOPER BLOUSON

Article number: 22103

100% Polyester

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Knitting at waistband and cuffs
- quilted
- Water repellent shell
- Recycled materials

Our model is 189cm tall and wears size L/52 (Colour 652: Khaki)
(Colours 111 & 410: Off White & Antilope)

Colours

144: Ecrû Beige
652: Khaki



STEELHIDE BLOUSON

Article number: 22106

100% Polyester

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Knitting at waistband and cuffs
- Gilted
- Water repellent shell
- Recycled materials

Our model is 187cm tall and wears size L/52 (Colour 140: Stone)

Colours

140: Stone
682: Thyme



FLASHBACK BLOUSON

Article number: 22108

65% Cotton, 35% Polyamide

- Lining provided with one inner zip pocket and one inner pocket with button closure

Our model is 187cm tall and wears size L/52 (Colour 720: Atlantic Blue)

Colours

640: Iceberg Green
720: Atlantic Blue
790: Blue Night



MEN'S WEAR

Leather



BULLHIDE LEATHER JACKET

Article number: 52760

100% Cow Leather

- Lining provided with one inner zip pocket and one inner pocket with button closure

Our model is 189cm tall and wears size L/52 (Colour 399: Brick)

Colours

399: Brick

540: Mocca

590: Black Brown



RONFALL LEATHER JACKET

Article number: 52781

100% Sheep Leather

- Lining provided with one inner zip pocket and one inner pocket with button closure

Our model is 189cm tall and wears size L/52 (Colour 680: Olive)

Colours

680: Olive

799: Navy



NOMAD LEATHER JACKET

Article number: 52769

100% Sheep Leather

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Knitted cuffs and waistband

Our model is 189cm tall and wears size L/52 (Colour 480: Dark Cognac)

Colours

130: Taupe

480: Dark Cognac

799: Navy



KOELFRONT LEATHER JACKET

Article number: 52755

100% Sheep Leather

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Collar strap

Our model is 187cm tall and wears size L/52 (Colour 491: Chocolate)

Colours

491: Chocolate

999: Black



DRIFTER LEATHER JACKET
Article number: 52771

- 100% Sheep Leather
- Lining provided with one inner zip pocket and one inner pocket with button closure
 - Detachable insert with hood
 - Equipped with chest pockets
 - Collar strap with buckle
- Our model is 189cm tall and wears size L/52 (Colour 130: Taupe)

Colours	
130: Taupe	
590: Black Brown	



BRONZEHIDE LEATHER JACKET
Article number: 52759

- Sheep Nubuk Leather & Micro Stretch
- Lining provided with one inner zip pocket and one inner pocket with button closure
 - Guilted
 - Adjustable cuffs
- Our model is 187cm tall and wears size L/52 (Colour 683: Avocado)

Colours	
683: Avocado	
790: Blue Night	



STRIKEFORCE LEATHER JACKET

Article number: 52757

100% Sheep Leather

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Collar strap

Our model is 189cm tall and wears size L/52 (Colour 130: Taupe)

Colours

130: Taupe
918: Clay grey



ROUGH CUT LEATHER BIKER JACKET

Article number: 52667

100% Sheep Leather

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Collar strap
- Equipped with chest pockets

Our model is 187cm tall and wears size L/52 (Colour 312: Sunny Cognac)

Colours

130: Taupe
312: Sunny Cognac
680: Green Olive



COPPERSTONE LEATHER BIKER JACKET

Article number: 52774

100% Sheep Leather

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Detachable insert with hood
- Equipped with chest pockets
- Collar strap with buckle

Our model is 187cm tall and wears size L/52 (Colour 683: Avocado)

Colours

480: Dark Cognac
683: Avocado



EAGLEBACK LEATHER JACKET

Article number: 52761

100% Sheep Nubuk Leather

- Lining provided with one inner zip pocket and one inner pocket with button closure
- With or without badges
- Equipped with chest pocket
- Knitting at waistband, collar and cuffs

Our model is 189cm tall and wears size L/52 (Colour 130: Taupe)

Colours

130: Taupe
480: Dark Cognac
599: Dark Brown



NIGHTHAWK LEATHER JACKET

Article number: 52742

100% Lamb Leather

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Collar strap
- With badges
- Equipped with chest pockets

Our model is 189cm tall and wears size L/52 (Colour 530: Dark Bison)

Colours

530: Dark Bison

999: Black



WOLFBACK LEATHER JACKET

Article number: 52788

100% Sheep Leather

- Lining provided with one inner zip pocket and one inner pocket with button closure
- With badges
- Equipped with chest pockets
- Collar strap

Our model is 187cm tall and wears size L/52 (Colour 783: Dark Midnight Blue)

Colours

783: Dark Midnight Blue

999: Black



RAWHIDE SUEDE JACKET

Article number: 52750

100% Goat Suede

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Two-tone jacket
- Knitted cuffs and waistband

Our model is 189cm tall and wears size L/52 (Colour 140: Stone)

Colours

140: Stone

603: Lush

711: Denim Blue



BOLDCUT SUEDE JACKET

Article number: 52744

100% Sheep Suede

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Double chest pockets

Our model is 189cm tall and wears size L/52 (Colour 385: Tan)

Colours

385: Tan

634: Light Green



MONTREAL SUEDE BLAZER

Article number: 42789

100% Goat Suede

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Equipped with chest pocket

Our model is 189cm tall and wears size L/52 (Colour 148: Cream)

Colours

148: Cream

652: Khaki



BEARRIDGE SUEDE JACKET

Article number: 52784

100% Goat Suede

- Lining provided with one inner zip pocket and one inner pocket with button closure
- Equipped with tricot collar
- Knitting at waistband, collar and cuffs

Our model is 189cm tall and wears size L/52 (Colour 450: Teak)

Colours

130: Taupe

450: Teak

561: Middle Brown

651: Middle Olive



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WOMEN'S WEAR

Textile



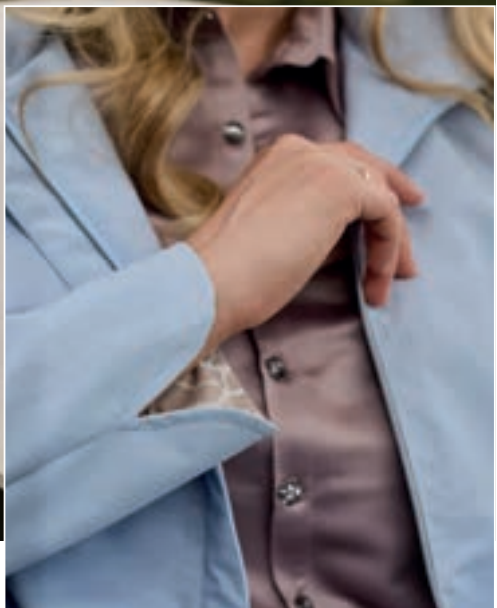
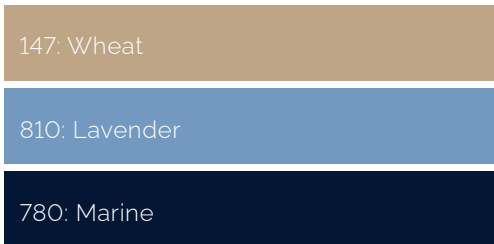
SYLVAINÉ JACKET
Article number: 26192

100% Polyester

- Lining with one inner pocket
- Quilted
- Suede look
- Water repellent shell
- Recycled materials
- Thermal heat retention

Our model is 177cm tall and wears size M/38 (Colour 147 & 810: Wheat & Lavender)

Colours



ROSALIA JACKET
Article number: 26196

80% Polyester, 20% Viscose

- Lining with one inner pocket
- With Hood
- Windproof shell
- Waterproof shell
- Recycled materials
- Breathable
- Bionic finish eco

Our model is 177cm tall and wears size M/38 (810: Lavender)

Colours





MADELEINE JACKET
Article number: 26200

100% Polyester

- Lining with one inner pocket
- With hood
- Guilted
- Suede look
- Water repellent shell
- Recycled materials
- Thermal heat retention

Our model is 177cm tall and wears size M/38 (Colour 147: Wheat & 810: Lavender)

Colours

147: Wheat
810: Lavender
780: Marine



ROSALIND JACKET
Article number: 26190

80% Polyester, 20% Viscose

- Lining with one inner pocket
- With Hood
- Windproof shell
- Waterproof shell
- Recycled materials
- Breathable
- Bionic finish eco

Our model is 177cm tall and wears size M/38 (Colours 143 & 810: Kit & Lavender)

Colours

143: Kit
810: Lavender



CAMILLE TRENCHCOAT
Article number: 26204

60% Cotton, 40% Polyester

- Lining with one inner pocket
- Button closure at front
- Buttons at cuffs
- Water repellent shell
- Recycled materials
- Thermal heat retention

Our model is 177cm tall and wears size M/38 (Colours 141 & 784: Sand & French Blue)

Colours

141: Sand
784: French Blue



OCÉANE JACKET
Article number: 26205

94% Polyester, 6% Spandex

- Lining with one inner pocket

Our model is 177cm tall and wears size M/38 (Colours 130: taupe & 561: Middle Brown)

Colours

130: Taupe
561: Middle Brown



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WOMEN'S WEAR

Leather



ADÈLE SUEDE JACKET
Article number: 57767

100% Sheep Suede

- Lining with one inner pocket
- Button closure at front

Our model is 177cm tall and wears size M/38 (Colours 408 & 561: Honey & Middle Brown)

Colours

408: Honey
561: Middle Brown



XAVIÈRE SUEDE JACKET
Article number: 57758

100% Sheep Suede

- Button closure at front
- Bounded

Our model is 177cm tall and wears size M/38 (Colour 164: Mose)

Colours

164: Mose
491: Chocolate Brown



RUBY LEATHER JACKET
Article number: 57707

100% Lamb leather

- Lining with one inner pocket

Our model is 177cm tall and wears size M/38 (Colour 385: Tan)

Colours

385: Tan
980: Anthracite



ELOISE LEATHER JACKET
Article number: 57751

100% Sheep leather

- Lining with one inner pocket

Our model is 177cm tall and wears size M/38 (Colour 542: Timber Brown)

Colours

461: Cognac
542: Timber Brown
999: Black



COPPERSTAR LEATHER JACKET
Article number: 57769

100% Sheep leather

- Lining with one inner pocket
- Collar strap

Our model is 177cm tall and wears size M/38 (Colour 530: Dark. Bison)

Colours

530: Dark Bison
999: Black



AXELLE LEATHER JACKET
Article number: 57756

100% Sheep leather

- Lining with one inner pocket
- Button closure at front

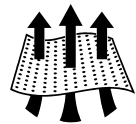
Our model is 177cm tall and wears size M/38 (Colour 662: Olive Spread)

Colours

662: Olive Spread
421: D. Whisky
999: Black

KEY FEATURES

Our jackets are designed to combine style, comfort and performance, making them perfect for every adventure. Here's what each feature means:



BREATHABLE

Keeps you comfortable by allowing moisture and heat to escape, so you stay dry from the inside out.



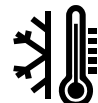
WATER REPELLENT SHELL

Causes water to bead off the fabric, preventing light rain or splashes from soaking in.



STRETCH

Provides flexibility and freedom of movement, making every activity effortless.



THERMAL

Retains heat efficiently to keep you warm and comfortable, without adding unnecessary bulk.



WATERPROOF SHELL

Protects you from heavy rain, keeping you completely dry even in the wettest conditions



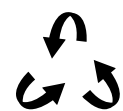
BIONIC FINISH ECO

An eco-friendly, water-repellent finish that avoids harmful chemicals while keeping your jacket functional.



WINDPROOF SHELL

Shields you from cold winds, helping you stay warm and cozy.



RECYCLED MATERIALS

Crafted with sustainability in mind, using recycled fabrics to reduce environmental impact.





DONDERS 1860 - SHORTS

Designed for effortless summer style, the Donders 1860 shorts collection combines timeless craftsmanship with modern versatility. From rugged cargo shorts and casual denim styles to refined chino shorts, each piece is created with comfort, durability and attention to detail in mind.

Crafted from high-quality materials, our shorts offer a premium look that stands the test of time. Whether you're exploring the city, relaxing on a sunny terrace or heading out for a weekend getaway, Donders 1860 shorts provide the perfect balance between style and functionality.

Available in a variety of fits, colors, and fabrics, the collection is designed for the modern man who values authenticity, quality and effortless elegance.





DONDERS 1860 X ROETGERINK: A YEAR-ROUND PARTNERSHIP

How a retail legend in Twente (The Netherlands) and a jacket specialist rooted in leather make the difference together, all year round.

In the Koffiekökk'n (coffee kitchen), there's a marsh basket on display in a glass case. Next to an old fireplace and stained-glass windows that seem to date from a bygone era. And above it all: sawtooth roofs that let in the soft northern light, just as the textile factories once did in the eastern Netherlands. When you walk into Roetgerink in Enter, you're not just walking into any old clothing store. You're walking into a store steeped in history. And Donders 1860 fits into that history surprisingly well.

STARTING AT THE BEGINNING: A PEDDLER AND HIS COFFEE BEANS

It begins in 1854. Christiaan Roetgering — yes, with a g — travels through the area around Enter with a basket on his back: filled with groceries, fabrics, notions and coffee beans. He buys his goods from the Twente spinning mills and home weavers and sells them door to door. The coffee bean does surprisingly well. So well that his nickname soon becomes De Boone ("The Bean"): a name that still resonates generations later whenever people talk about Roetgerink.

In 1867 he opens a permanent shop next to his house. The café follows at the start of the twentieth century, because after church on Sunday, bills had to be paid and that went down better with a drink. Slowly the focus shifts, especially in the post-war years, toward ready-made clothing. Suits are in demand, they need to be affordable and Roetgerink understands that better than anyone. So-called weaving flaws: minor imperfections that lower the price but barely affect the quality,

give the shop a reputation that draws people to Enter from far and wide.

And then there's the matter of the name. Because if you look closely, you'll notice that the family name is Roetgering, but the shop is called Roetgerink — with a k. There's a simple explanation: back in the days of handwritten registrations, a letter slipped in at the Chamber of Commerce, purely through a mishearing. The g became a k, and so an administrative slip became a trademark. Typically Twente: you laugh about it and simply carry on.

Roetgerink Fashion and Shoes grew from a family business into Twente's premier fashion destination, with over 8,000 m² of fashion and shoes. Now, 172 years later, the fourth generation of the same family is at the helm, and the fifth generation has recently joined the business. But despite all this growth, Twente's hospitality, personal service, and free cup of coffee have always remained a constant.



DONDERS 1860: CRAFTSMANSHIP WITH A HISTORY OF ITS OWN

Just as Roetgerink has its roots in the peddler who travelled through Twente, Donders 1860 has its roots in the leather industry. The brand, long known under the name DNR, began as a manufacturer with a strong focus on leather jackets and sturdy outerwear. In 2021 the company made a deliberate choice to return to its historical identity and the name Donders 1860, a nod to the brand's rich heritage.

That origin is still felt in every product today. Even now that the range is no longer made exclusively of leather, with mixed materials, fabric jackets and suede looks, the signature is unmistakably present. There's always a rugged edge to it, a roughness that sets it apart from marketing brands. Geert, buyer at Roetgerink, sums it up concisely:

“What makes Donders so unique is that you always keep a bit of that leather look in there. Even in the fabric jackets you can see that tougher look coming through. And that really does something for the appearance.”

That's no coincidence, but a conscious choice. Over the years, Donders 1860 has made the transition from a pure leather manufacturer to a specialized outerwear brand that has mastered the entire spectrum of materials, yet has never lost its character. And that character is exactly what Roetgerink is looking for.

A PRODUCT SPECIALIST IN A WORLD FULL OF MARKETING BRANDS

There are plenty of big marketing names that have a jacket in their collection. The established fashion giants all dabble a little in the jacket segment. A jacket here, a bomber there. But a genuine jacket department? That's a different story. Geert puts it sharply: at marketing brands, the jacket is rarely the focus. At a product specialist like Donders 1860, it's the core of its existence.

And that's what makes the difference. Roetgerink doesn't want jackets from suppliers who just throw them in as an afterthought. Roetgerink wants a partner who knows everything about them: from fit and material to season and style. Someone who observes, thinks along with us, and adapts with us. And at Donders 1860, that knowledge runs deep within the organization.

That's the kind of partnership Roetgerink values. Not a cold supplier-customer relationship, but a mutual understanding built up over years of experience. The Donders 1860 sales representative knows Roetgerink's customer. He knows which fit works, which material lands, which colour is too bold for this target group, and which one is just edgy enough. w



AUTUMN AND SPRING: THE JACKET AS A YEAR-ROUND CONCEPT

There's a persistent misconception about jackets: that they're a winter product. At Roetgerink, they know better. Hundreds of jackets fly off the shelves in the spring and summer, too. Customers don't change who they are when the sun shines—they just change their jackets.

And that's exactly where Donders 1860 has grasped something important. Because the collection has long since ceased to focus solely on the cold months. The transitional jackets—lightweight, versatile, and perfect for in-between seasons—bridge the gap between heavy winter styles and summer outfits. These are jackets for the morning when it's still chilly, for the patio as the evening cools down, and for the bike ride to work when the weather is unpredictable. In short: for real Dutch weather, all year round.

Then there are the suede-look jackets. Not made of real leather, but with a look that evokes the rich, warm texture of days gone by. They look luxurious, they feel premium, and they suit the man who appreciates quality without needing to explain his choice. During the summer months, they're one of Donders' strongest products at Roetgerink.

And then: the shorts. Geert is clear about it, with a smile:

“The Donders shorts have a wide range of sizes, fit perfectly, and are also suitable for men who are a bit larger. In short, they're great shorts at a great price.”

In a market where shorts easily cost over a hundred euros, the Donders shorts are cleverly positioned: affordable, well-fitting, and distinctive thanks to their cut. That's no coincidence. It's the logic of a brand that knows its customers. The man who buys a good jacket also buys good pants for the summer, and he wants the same integrity in the product: solid, no-frills, at a fair price.

Over the years, the collaboration between Donders 1860 and Roetgerink has evolved from an autumn/winter affair into a concept that works year-round. Spring, summer, fall, winter: there's always a Donders product that suits the moment and the customer.



THE CUSTOMER: DICK, ON THE ELECTRIC BIKE

Who is the man all this is meant for? Geert has described him in one of the personas Roetgerink uses for its marketing strategy. Dick. A man who's no longer the youngest, but certainly doesn't feel old either. He has solar panels on his roof, not because he's a passionate environmental activist, but simply because it's sensible. He rides an electric bike. He comes to Enter because he finds everything in one place here, can park for free, and is well taken care of.

Dick doesn't ask whether his jacket is sustainable. But he does appreciate it if it is. It's not a reason to buy, but a bonus. And that says something about how Donders 1860 approaches sustainability: quietly improving, without big claims. The process is the story, not the marketing message.

Geert explains it well: if you communicate sustainability too loudly, you're implicitly saying the rest of your range isn't. And that's a message that leaves your customer confused. It's better to simply do it: in material choices, in the production process, in the lifespan of the product. That's what Roetgerink and Donders 1860 quietly but consistently work on.

The Donders customer and (Dick) the Roetgerink customer are the same person. That's the simplicity of this partnership. No artificial overlap, no forced match: just two fashion companies appealing to the same type of person, in the same way.

1,000 SQUARE METRES OF FUTURE

The biggest change at Roetgerink is also the most tangible: the completely renovated store. 1,000 square meters of new construction, featuring five-meter-high ceilings that create an unmistakable “wow” effect upon entering. Four shed roofs that let in indirect daylight: a deliberate nod to the textile factories that made this region great.

In addition to the renovated store and the shoe store, customers will find Brasserie R-1854 across the street, where they can enjoy a freshly prepared lunch, a full three-course dinner or simply a cup of coffee with a treat. Roetgerink is more than just a store: it's a destination.

And at that location, the coat department will finally get the space it deserves. On the second floor, 240 square meters will be set up as a full-fledged men's coat department. No longer scattered throughout the store, no longer in a less-than-ideal spot: a distinct space with a clear identity, designed around the brand experience and collection highlights. Donders 1860 plays a role in this. Plans for brand design, the experience surrounding the collection and joint communications are currently being developed. Geert has high expectations for this:

"I've talked about this with Klaas (a representative from Donders 1860) many times, but I really expect to see a huge improvement there. The displays were often still very traditional. Now we can organize our displays by theme and target audience. Those jackets have always been there, but the space was simply limited."

With that extra space, everything changes. You don't just sell a coat based on the product itself, you sell the story that goes with it. The material, the fit, the occasion. And in a dedicated jacket section, with its own atmosphere and presentation, that story can finally be told to its fullest potential.

EXPERIENCE AS STRATEGY, SERVICE AS DIFFERENTIATOR

Roetgerink realized early on what many retailers are only now discovering: a store isn't a warehouse: it's an experience. Free parking, free coffee, a personal shopping service, a workshop, and its own taxi service (the Fashion & Food Cab). These aren't just perks; they're at the heart of the business proposition.

That model fits seamlessly with the way Donders 1860 positions its products. A Donders jacket isn't a disposable item. It's something you buy because it fits well, looks good, and lasts a long time. That calls for a retail environment where time is taken. Where a salesperson not only knows the product, but also the customer.

Geert talks about the strength of the Roetgerink team:

"Our salespeople really take their time with each customer. We also have staff members who are nearing retirement, which allows us to truly serve all types of customers. People come here for a wedding or to find an outfit for a party. We help them every step of the way."

That personal touch is also exactly why online shopping can never completely replace a store like Roetgerink. Not because online shopping is bad — Roetgerink also has an online store — but because there are things a screen just can't provide. The way a jacket fits when you try it on. The advice from someone who understands you and your style in three seconds. The cup of coffee that's just part of the experience.

And for Donders 1860, that's exactly the right setting. Jackets that are expertly presented by salespeople who know the story, to customers who take their time. That's where a good product really shines.

VAN DE LEU MÖW'T HEM, NOW AND IN THE FUTURE

Roetgerink has a motto that has held true for generations: “Van de leu möw't hem.” For those living outside Twente (The Netherlands), here's the translation: “It all comes down to the people.”

Customer trust is everything. You don't build that trust with advertisements—you build it with honesty, consistency, and quality, day after day, year after year, generation after generation.

Donders 1860 follows the same philosophy. No complicated positioning, no bombastic claims: just a good product, a fair price, and a partner who knows what they're delivering. And if that doesn't work? Then you talk it through. Then you make adjustments and work together to find a solution. That's when you truly grow together.

Because that's ultimately what makes this partnership so sustainable. Not the contracts or the margins, but the fact that both parties share the same values. Quality over quantity. Relationship over transaction. Long-term over short-term profit.

The proof is in the numbers: 16 percent revenue growth in the most recent year. A new jacket division aiming for further growth in the jacket segment. And a partnership that, no matter how long it's been going on, is still evolving.

"I think collaboration with suppliers is very important to us. When you collaborate — or, really, when you work together — you build the most sustainable and long-lasting relationships. And you also have to make money from it together. I think Donders fits in very well with that."

Back to that display case in the shop window. Christiaan Roetgering went door to door selling coffee beans and fabrics, convinced that honesty and service were the keys to lasting success. 170 years later, his company has grown into Twente's premier fashion district. Five generations of the family. More than 240 employees. A reputation that extends far beyond the region.

Donders 1860 has similar roots: in craftsmanship, in leather, in outerwear that lasts for generations. In a sales representative who knows what to wear. In a product that sells itself: in the fall, in the winter, but certainly also in the spring and summer.

*Van de leu möw't hem.
And Donders 1860, too.*



E-COM LONGTAIL SELLING THROUGH FASHION CLOUD

At Donders 1860, we are also active on Fashion Cloud: the leading B2B platform where brands and retailers collaborate with ease. Through this platform, retailers can effortlessly download our product information, images, marketing materials and place orders. All from one central environment.

Thanks to Fashion Cloud, our cooperation with retail partners is faster, more efficient and fully digital.

Donders 1860 is also connected to E-Com Longtail. This platform enables retailers to offer our entire collection on their own webshop, even without keeping the items in stock. When a consumer places an order, it is shipped directly and efficiently from our warehouse - ensuring a seamless experience for both the retailer and the end consumer.

CORPORATE VIDEO

Scan the QR code and see what Donders Fashion stands for.





KLAAS GJALTEMA

A 36-YEAR LEGACY AT DONDEERS 1860

ACCOUNTMANAGER | DONDEERS FASHION

There are sales representatives and there are people who embody the trade. Klaas Gjaltema belongs to the second category. Over more than three decades, he has built a network of client relationships resting on a single foundation: sincerity. No tricks, no slick sales talk: just honesty, perseverance and an unmistakable love for the profession.

THE CAREER

Klaas joined Donders Fashion on 1 August 1990, after earning his stripes in the tricot industry. From day one, he showed what makes him so special: he didn't wait for opportunities to come to him. He called. He drove. He built. His territory grew into an impressive area covering the north and east of the Netherlands: from Groningen and Friesland to Overijssel, Gelderland and the North Holland coast all the way to Texel.

He started out at roughly the same time as Bart Donders (the current managing director and 5th generation) and a handful of other colleagues, working out of a small office on the J.P. van Muijlwijkstraat in Arnhem. It was a time when the collection photos were still taken in the factory's loading bay, with the big garage door as a backdrop. Pragmatic, honest and full of ambition: the three pillars that have defined Klaas' entire career. His career spans more than three decades of fashion development, two generations of Donders leadership and dozens of trade fairs in Amsterdam, Cologne and elsewhere in Europe.

KLAAS' HISTORY AT DONDEERS

Donders Fashion has existed for more than 165 years. Five generations of owners have shaped the company, each with their own emphasis, but with one unchanging core: quality, honesty and an eye for people. Klaas Gjaltema is part of that history in a way few employees ever will be.

He was hired by Albert Donders (the fourth generation) at a time when the company was still very much under construction. "A likeable man. Perhaps still a bit inexperienced in the clothing trade, but I liked him right away," is how Albert describes that first impression. And he was right: Klaas grew into one of the most valuable forces in the company's commercial history.

His career spans the greater part of the modern Donders era. From the pioneering years on the J.P. van Muijlwijkstraat to today's international trade fairs: Klaas' story is the story of a life in the trade, lived with heart and soul. Even the mannequin used to present the company's jackets is literally modelled on his body: his build, his proportions set the standard. He is not just someone who sold coats. He is part of the brand's presentation. *For the customers who already wondered why Klaas' jackets always fit him so well: now you know why.*

THE APPROACH

Straight-talking

Klaas's approach can be summed up in three words: open, honest, reliable. On the very first day of a new colleague, Wim Witteveen, on the way back from a trade show in Cologne, he immediately made a few things clear:

"Donders 1860 is a wonderful company to work for. If we're always open and honest with each other, we'll have a great time together at Donders." No long speeches. Just the essence, clear and direct.

The traveller

Klaas was never someone who waited for customers to come to him. He went to them: consistently, year after year. He wore out quite a few cars. The relationships he maintained, however, never wore out. Because it was never about the miles. It was about the people at the end of the road: the shopkeepers, the buyers, the entrepreneurs he knew, sometimes for decades.

The trade fair personality

At trade fairs, Klaas was more than a salesman. He was an atmosphere-maker and a connector, someone who gave a fair hall something products alone cannot give: life. He instinctively understood that a good atmosphere increases people's willingness to buy. And the numbers proved him right, time and again.

Engagement as a style

Customers who dropped by his home, he'd fry them an egg. If someone gave him even a small gift, he'd be back the following weekend with something in return as thanks. He kept his order book meticulously in a little notebook he always had on hand, full of detailed notes on what was going on with each customer. Not as a trick, but as an expression of who he is: someone who forgets nothing and never lets anyone forget that they matter.

WHAT DEFINES KLAAS

Klaas Gjaltema is not a man of big words. He is a man of firm handshakes, broad smiles and agreements that are always kept. His customers walked away impressed: not because he was the most flamboyant salesman, but because they could count on him.

His down-to-earth, northern mentality turned out to be exactly what Donders' customer base needed. No fuss, no detours: a deal is a deal. And whenever something went wrong, Klaas fixed it. When an accident temporarily kept him from driving to customers, the roles were reversed. Customers came to his home instead. And Klaas simply closed the deal at his own kitchen table.

He is also a man with an eye for others. When customers walked in while he was waiting for appointments, he could put together a complete outfit in no time. Even for a customer who hadn't actually come for one. His ability to read people, connect with them and provide what they needed: that is his true trademark.

Marking the close of an impressive 36-year career, this SS'27 season is Klaas Gjaltema's last at Donders Fashion; on 28 August 2026, he will end his career and enjoy a more than well-deserved retirement.

What characterizes him as a person and a professional can be summed up in his own motto:

„Selling is a top-level sport.“ ”



WORDS FROM CUSTOMERS

Below is space reserved for personal quotes from Klaas' customers: people who have gotten to know him over the years and with whom he has built a special bond.

„Reliable, loyal, and someone who does what he says. No fuss, no detours, a deal is a deal. And when Klaas said something, you knew: it would be fine.“

----- [Paul Roetgering & Geert Rensen], [Roetgerink Mode & Schoenen] -----

„The wonderful stories from bygone days when we wrote with a fountain pen, not to mention the now unimaginably large orders and quantities we did together.“

----- [Erik Fit], [Piet Zoomers] -----

„Valuable because we talked not only about business but also about other, more important topics that occupied us.“

----- [Hans Voogd], [@Hans Fashion & Lifestyle] -----

„Klaas isn't an AI kind of guy. No, Klaas has feeling. For us, someone we loved doing business with, all those years.“

----- [Nick Sans], [Sans] -----

„A fine man of the old school who always went that extra step for his customers. The same mindset as an entrepreneur, truly an example of how a sales rep should be. “

----- [Snijder Mode] -----

BECOME A RETAIL PARTNER

Join the Donders family and bring Donders Fashion or DNR to your store. Scan the QR code to get in touch and start a partnership built on close collaboration, sustainability, quality, style, and shared values.

WWW.DONDERS1860.COM/CONTACT



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BECOME A PRIVATE-LABEL PARTNER

At Donders Fashion, partnership goes beyond fashion. We believe in long-term collaborations built on trust, flexibility, craftsmanship and shared ambition.

Alongside our Donders 1860 and DNR collections, we also offer private-label opportunities tailored to your business needs. Whether you are looking for selected product groups or a fully customized collection as showcased throughout this lookbook, our team is ready to develop concepts that match your brand identity, customer profile and market positioning.

From design and sourcing to production and delivery, we combine decades of expertise with a strong focus on quality, innovation and sustainability to create collections that truly stand out.

Curious about the possibilities?
Scan the QR code or get in touch with our team to discover how we can build a successful partnership together.

WWW.DONDERS1860.COM/CONTACT



EXPLORE FURTHER

This lookbook reveals the essence of the Donders Fashion Spring/Summer 2027 collection - a celebration of timeless style, sustainability and expert craftsmanship. We invite you to dive deeper into what makes this collection

truly special, from its distinctive designs and innovative materials to our commitment to reducing environmental impact.

For further questions or to contact us directly, simply scan the QR code. Whether you're looking for more information about our collection or how to stay up-to-date on Donders 1860 and DNR, we're here to help you



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