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As Seen In: **WWD**

"At 75, The Doneger Group Stays Agile and Spreads Its Wings"

(Excerpt – November 16, 2021)



At **The Doneger Group**, there's expertise in branding, design, fashion, stores, consumer culture and even a nose for trends two to five years out into the future.

Then there's another area of proficiency that Abbey Doneger, chief executive officer of the firm bearing his name, doesn't often discuss — the secret sauce of business longevity. But with the company celebrating 75 years in business, it's just the right moment.

"My father used to say to me, 'If you have good people, provide a good service and good information, you have a good business.' That was his philosophy," said Doneger. "I think we've done a great job of operating that way. We have a great mix of experienced professionals and people in the early stages of their career who are inquisitive and innovative. It's the talent, the research that we do, and the method of delivery to our clients — that's the mix," Doneger said.

The 70-year-old Doneger made clear he has no thoughts of retirement, though he did say, "The opportunity and challenge for us is to think about what the future looks like in terms of the team and leaders in the business. That is something we will be focused on."

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