

---

## Partying in the Rain at the Donna Marsh Boutique

February 29, 2008

**The scene:** Braving the rain, about 400 San Diegans gathered to raise money for charity while welcoming San Diego County's newest boutique, **Donna Marsh**, to La Jolla. The guests took over the whole of Fay Avenue for the event, which featured a red-carpet entry and about 30 paparazzi shooting VIPs and a colorful fashion show.

Edibles were provided by the region's top eateries, including the **Oceanaire Seafood Room, The Palm, Island Prime, Whisknadle** and **The Cottage**. The favorite drink of the night was the "Donna Marshtini."

The 5,500-square-foot boutique fills a void in La Jolla created when **Saks** left the village a few years ago. The store offers a strong dose of California and New York designs from **Sue Wong, Trina Turk, Eva Varro, Badgley Mischka** and **Marc Bouwer-Glamit** as well as casualwear from **Zoey** and **Hippie Ink** and a slate of denim labels, including **J Brand, Paige, Habitual, Not Your Daughter's Jeans** and **Rich & Skinny**.

"There's something for everyone here," said Donna Steinback, who used her maiden name for the boutique's moniker. "I was thrilled that so many people showed up to support us and our charity, **Las Patronas**, especially in the rain."

Las Patronas is an all-volunteer organization that provides financial assistance to nonprofit organizations in San Diego County. All proceeds from the event's silent auction benefited the charity. The **Sharon Koshet Sales** showroom in Los Angeles donated a **Timmy Woods** Eiffel Tower handbag, which fetched \$400. Other items included dinner for 10 at Oceanaire by **Bravo TV** "Top Chef" finalist Brian Malarkey, a double magnum of 1997 **Russian River Valley** pinot noir from the **Cohn Restaurant Group** and a Venetian art glass by local artist Paul Counts from the **Shorelines Gallery**.

Partying in the Rain at the Donna Marsh Boutique - People, Events in the Fashion and Apparel Industry - Apparelnews.net

Steinback has had practice putting on such events. She owned the **Edith Morre** boutique on El Paseo Drive in Palm Desert, Calif., for years. —*R.M.*