

THE SPIRIT OF THE ARTIST: GOLDEN GOOSE UNVEILS ITS NEW GLOBAL CAMPAIGN

August 31st, 2022 – Golden Goose celebrates everyone’s creativity and artistic soul with *The Spirit of the Artist* Campaign.

As its first campaign of this importance and scale, the brand chose China and Korea as the starting point for this new journey. Exploring the spirit of each artist, Golden Goose explores the way they create their own perfection, disrupting its conventional definition.

Golden Goose strongly believes in empowering everyone to be themselves and follow their own heart and mind. Pursuing this creed, the artists become the embodiment of that unique spirit and impelling passion that lies in everyone, setting their own path and making them trust in their choices.

Through this spirit of the artist and its power, Golden Goose invites everyone to find and unleash their own creativity.

Every artist’s spirit is brought to life through a unique visual representation, reflecting their artistic journey, enhancing the pursuit of individual perfection.

As the Global Brand Ambassador and main artist of the campaign, Simon Dominic has established his own authentic path and vision in the hip-hop scene. He brought to life his music studio DARKROOM based in Seoul, inspired by his parents’ photo studio and the memories he has related to that dimension. Connected with Golden Goose by this strong link between past and present, Simon Dominic creates sounds from memories and infuses them with a contemporary approach: as in an analogic overlay of pictures, creating a whole with all his facets – past and present.

Dance as a way to explore herself: Lip J has swapped strictly choreographed routines for a freer style of dance that allows her to improvise more and connect to her emotions in that moment. Drawing inspiration from the surroundings and the elements within, she always stays true to her street-dance roots, contaminating them with a modern approach. And it’s this contemporary trait of her dance style that conveys her distinctive sinuosity and fluidity, visually explored in the campaign.

An artistic ying-yang pairing: Shindanbi and Liseok create their own balance made of opposites. Two sides of the artistic world: the digital dimension, which Liseok explores in his work, and the analogic one, protagonist in Shindanbi’s

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approach. As Golden Goose, they also embrace these two opposite aspects embodied by each one of them, creating an overlapping of digital and analogic – different realities that enrich and nurture each other.

Different talents exploring all shades of the artistic world, going beyond expectations to create something new and give life to change. This is what The Spirit of the Artist is about. This is what Golden Goose stands for. Craft your own Perfection.