

GOLDEN GOOSE OPENS FIRST-EVER KIDS STORES IN MILAN AND DUBAI AND LAUNCHES NEW KIDS COLLECTION

Milan, June 2025 – Golden Goose announces the launch of its first-ever Kids stores, debuting in Dubai with a second location set to open soon in Milan. Far beyond traditional retail spaces, these immersive and dreamlike environments are designed to spark imagination, creativity, and wonder for children of all ages.

Inspired by childhood bedrooms, the new stores bring to life the “Golden Bedroom”—a whimsical realm where every element is designed for young dreamers. A child’s bedroom is, after all, the very first place where imagination takes flight and dreams begin to form. At the heart of each store is the philosophy of “Think Big,” with every feature designed at an exaggerated scale, like an oversized bed. The space also features monumental toy sculptures and endless building blocks that invite exploration and play. The ceiling is adorned with bespoke cosmic wallpaper, echoing the spirit of the dreaming child. Vintage-inspired finishes and secret corners—including a hidden “under-the-bed” world—capturing the essence of childhood: the joy of hiding, dreaming and imagining.

Every detail in the space is designed to foster and celebrate self-expression. Interactive features such as the Co-Creation Table and Play Walls invite children to experiment, create, and participate as artists and storytellers. Making its debut is Goldy, the official Golden Goose Kids mascot—a plush, fluffy goose that can be personalized through the Co-Creation experience, offering a unique gift or treasured companion. The stores evolve from imaginative playgrounds to hands-on workshops and celebratory spaces. Golden Goose will also host creative workshops to provide families with joyful moments of learning, connection, and expression.

Coinciding with the openings is the launch of the new Golden Goose Kids Collection, which includes sneakers, ready-to-wear, and accessories for newborns, toddlers, and juniors. Featuring the brand’s signature vintage college aesthetic and lived-in style, the collection embodies the spirit and energy of a new generation. The Kids Collection campaign, launching July 8, reflects the design language of the stores serving as a visual reminder that the smallest beginnings can lead to the greatest journeys.

On this occasion, Golden Goose partners with Italian chocolatier Venchi to create a limited-edition gelato. The flavor, aptly named Stardust, features smooth caramel chocolate, crisp stracciatella, and shimmering dark chocolate stars—paying homage to Co-Creation, creativity, and craftsmanship, while offering a delightful taste of originality and self-expression. Golden Goose and Venchi will

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bring the special edition gelato on tour to selected stores worldwide including the Dubai Kids store.

With every detail, the Golden Goose Kids universe invites children, and those who never stopped dreaming, into a world of their own. The first Golden Goose Kids store is now open in Dubai, with Milan soon to follow, marking the beginning of a new era for the next generation of Dreamers.