

GOLDEN GOOSE PRESENTS HAUS

Venice, IT, May 18, 2023 – Golden Goose presents **HAUS**, a global cultural platform to unleash creativity and a new home for the brand's community of dreamers. A place that unites creatives of multiple disciplines, identities, and backgrounds.

The Italian luxury brand was born in Marghera, the industrial port of Venice, Italy. Here is where HAUS will lay its roots, going back to where it all began. This immersive phygital space is the embodiment of the brand's DNA, highlighting its core values through crafts, culture, and art.

Being handmade and artisanal tradition at core and center of Golden Goose, HAUS will host an **Academy** where skillful artisans will teach Dream Makers of the future to pursue their creativity, giving them the tools they need to preserve and nurture the art of craftsmanship. Next to the Academy, the brand will open the doors of **Manovia**, a place dedicated to product innovation, extending the lifetime of Golden items, and beyond.

Through an **Archive**, a **Library**, and an **Auditorium**, HAUS will educate people about the brand's culture and heritage, while allowing visitors to unleash their creativity and deep dive into the Golden universe. HAUS will also feature a world-class **Exhibit Area** to showcase artists that are part of the brand's community, their works, and their artistic soul.

'HAUS is much more than an immersive physical space. We've designed the building of our dreams to be a permanent home for our community of dreamers. A true celebration of craftsmanship and arts. HAUS is a place for our dialogue with culture.' says CEO Silvio Campara, 'People will be able to experience what HAUS is not only in Marghera but in different places around the world through unique events, immersive pop-up experiences, and many other creative activations.'

In May 2023, Golden Goose kicks off HAUS through **HAUS of Dreamers**. A series of global events starting in Venice and continuing around the world to bring the physical experience of HAUS Marghera out of Venice. It is a celebration of the brand's Dreamers and their communities through an ongoing conversation around art, architecture, music, and craftsmanship.

GOLDEN GOOSE

Each year, Golden Goose brings together a select group of dreamers, unleashing creativity through their communities in key destinations around the globe.

In the Venice episode of HAUS of Dreamers, taking place on May 22nd, Golden Goose taps five world-class multifaceted artists from different fields: Fabio Novembre – Italian Architect and Designer, Quannah Chasinghorse – Native American Land Protector and Model, Dr. Woo – Tattoo Artist, Suki Waterhouse – Actress and Singer, and SUNMI – K-pop Artist.

The Dreamers were asked to reinterpret classic Venetian icons into the modern era, crafting unique experiences for the community to take part in — and carry with them long after the evening fades. This event marks the beginning of a cultural dialogue between the past, the present, and the future, immortalized in physical form through each artists' exclusive products, **Dreamed By**. These collections will be presented by the Dreamers through dedicated store activations in key moments throughout the year, connecting to local communities and perfectly embodying 'the memory of a moment.'

A series of dedicated Golden TV episodes, 'The Dreamers' Way,' will tell the story of each artist's world through places of affection and their own communities, in an authentic way, inspiring future generations of dreamers. The series dives deep into the lives of each artist, where they came from, and what shaped them into who they are today. Throughout the episodes, each artist's purpose, passion, and what drives them everyday will be discovered.

'In a world where desire turns into revenue, Golden Goose believes we can evolve this approach by turning creativity into humanity. Creativity, in all its facets, is what defines our dreams. Humanity, in all its facets, is how we turn them into reality,' says CEO Silvio Campara.

The journey will continue in Paris during Fashion Week in October 2023.