

GOLDEN GOOSE AND YATAY LAB WIN THE SFA GROUNDBREAKER AWARD AT CNMI SUSTAINABLE FASHION AWARDS 2024

Milan, September 22, 2024 – **Golden Goose** and **Yatay Lab** won the **SFA Groundbreaker Award** at **CNMI Sustainable Fashion Awards 2024**. The prestigious event hosted by Frieda Pinto held at Teatro alla Scala in Milan, during fashion week, was organized by Camera Nazionale della Moda Italiana, in collaboration with the Ethical Fashion Initiative (EFI) of the United Nations ITC and with the support of Comune di Milano.

On behalf of the brands, Silvio Campara, CEO of Golden Goose and Umberto De Marco, President of Coronet and Founder of Yatay were awarded by super model Isabeli Fontana and Italian actress Matilde Gioli.

Please click [here](#) to download images from the event and see below detailed information about the prize.

About this prize

A groundbreaking innovation refers to a new idea, technology, or product that represents a substantial advancement over existing solutions. It may involve a novel approach to a problem, utilise new ways of thinking, or combine existing technologies in unique ways that have the potential to disrupt entire industries, create new markets, and significantly enhance people's lives. The Ground breaker Award celebrates such innovative and unconventional solutions which mitigate the environmental and social impacts of today's fashion industry. Awareness of the systemic issues within the industry has grown in recent years, and so has the investment in research and development to tackle these.

According to the State of Fashion Report 2024, fashion companies invested between 1.6 and 1.8% of their revenues in technology. Current predictions suggest that this figure will rise to 3 to 3.5% as companies seek to harness new technologies - such as digital transformation, data-driven innovation, and supply chain traceability - to remain competitive amidst rapid changes in customer behaviour and operational models, while also improving processes, environmental outcomes, and customer experiences. Candidates have put forward ingenious ideas, valuable projects, and innovations, focusing on materials as well as on production processes and business models. The finalists distinguished themselves on a number of different aspects, from the scalability of their projects and the design of their products and processes, to the use of renewable materials.

GOLDEN GOOSE

GOLDEN GOOSE & YATAY B - A VISION FOR CIRCULAR LUXURY

Golden Goose is a Next Gen luxury brand renowned for its handcrafted, high-quality products, particularly iconic sneakers. Known for pioneering the 'casualization' of luxury, the brand has successfully blended traditional craftsmanship with contemporary fashion, creating a unique niche in the global luxury market.

In early 2023, Golden Goose announced the creation of the Yatay Lab, a collaborative initiative with Coronet Group. The lab serves as a hub for researching and developing sustainable and circular materials, marking a significant step toward a more environmentally conscious fashion industry. Located in Erba, Como, where Coronet Group is based, Yatay Lab is equipped with advanced instruments aimed at fostering innovation in material science. The lab's primary objective is to experiment with new materials, assess their scalability, and gather consumer feedback, making these innovations accessible to other luxury brands. A notable innovation from the Yatay Lab is Yatay B, a bio-based material made from plant sources that do not compete with the food chain. This eco-friendly alternative to conventional leather represents Golden Goose's first foray into bio-based products and debuted with the Yatay Model 1B sneaker. Yatay B provides significant environmental benefits, including a 90% reduction in CO2 emissions and a 65% decrease in water usage during production compared to traditional leather. The success of Yatay B has led to its broader adoption across Golden Goose's product line. Initially tested on three SKUs, the material's use has expanded to 870 SKUs, demonstrating its versatility and appeal. This expansion reflects Golden Goose's commitment to integrating sustainable practices into its core business operations. The Yatay Lab and Yatay B exemplify this commitment by not only reducing the environmental footprint of Golden Goose products but also setting a precedent for the luxury industry. By making new materials like Yatay B available to other luxury players, Golden Goose aims to accelerate the circular transformation of the fashion industry. The brand's approach of combining innovation with traditional Italian craftsmanship has allowed it to remain at the forefront of the luxury market, while also promoting sustainability and responsible production practices.