

GOLDEN GOOSE UNVEILS THE FORWARD STORE. THE FIRST CO-ACTION STORE FOR A RESPONSIBLE FUTURE. TOGETHER, WITH YOU.

Golden Goose unveils its first co-action format: the Forward Store. Opening its doors in Milan, on its historical first retail location of Via Cusani, followed by the beginning of a global rollout of the concept starting with New York and Dubai.

After announcing its **Forward Agenda** in March, the brand's responsible journey facing some of the world's most crucial challenges, Golden Goose takes its first step under the 'We Care' driver unveiling the **Forward Store**.

Conceptualized with the ambition of lengthening the product life cycle by giving them a new life, this innovative retail concept revolves around four pillars: **Repair, Remake, Resell, and Recycle**.

THE STORE:

Covering a surface of more than 4,000 sq. ft., the store is the ultimate tribute to the brand's first headquarters in Marghera, Venice - one of Italy's most important industrial and commercial ports.

Raw concrete floors, coarse iron pillars, and timber shelves give an unpolished feel to the space that finds its warmth in the brand's archival souvenirs collected by the team while travelling around the world. An homage to American tropes, and to the art of *Made in Italy*, both at the core of the brand's DNA and a continuous source of inspiration.

Entering the store, a multitude of sneakers piled up in an old closet capture the clients' eye. This area presents the **CALZOLERIA (cobbler)**, a dedicated space echoing the atmosphere of an artisanal laboratory with all the machineries needed for shoemaking and all the tools used to repair and personalize them.

A second area houses the **SARTORIA (tailoring)** and puts focus on Golden Goose's signature tailoring and craftsmanship, offering an exclusive one-of-a-kind experience. The vintage feel of the atelier features sewing and embroidery machines and is reinterpreted in a modern and Golden way, a true link between past, present and future.

The back wall is covered by small removable metal drawers containing various assortments of ornaments, from buttons, to patches, from pins to ribbons and many other embellishments in different fabrics, shapes, sizes, and colors. In this corner, customers can also find several examples of how they can co-create their favorite pieces or build them from scratch to best reflect their style and personality, making them unique.

Celebrating the brand's tailoring tradition, above the SARTORIA corner clients can observe a beautiful artwork by Sidival Fila, a Brazilian friar artist who uses

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recycled materials and used fabrics which are rich in imperfections and carry an unrepeatable story.

Moving onto the center of the store, salvaged furniture paired with glass tables with industrial blue metal legs are arranged on distressed rugs, a remembrance of our first Venetian headquarters.

Here, each corner is designed to display exclusive products, like the brand's first sustainable sneaker Yatay Model 1B and some pieces from the Venice M'Art collection from the Venice Hotel in Venice. A wooden display at the center of the room is dedicated to the Archive collection, an exclusive capsule that celebrates Golden Goose exceptional sneakers heritage and its icons.

The central part of the store is overlooked by a hydroponic garden featuring purifying plants that improve air quality.

THE CO-ACTION: Repair, Remake, Resell, Recycle

The Forward Store features new responsible experiences. An artisanal approach and a range of interactive activities co-exist, giving clients the chance to embark on a memorable sustainable journey.

"For over twenty years, Golden Goose has been committed to promote its handmade and artisanal tradition and to support the people behind these magnificent crafts, from the artisans to the tailors, to small local artists, among many others. Raising awareness and sharing knowledge on artisanship to safeguard heritage into the future generations has always been our mission and is now made tangible in the Forward Store. The co-action between the Golden Goose's cobblers and the clients will become a key element to this mission. From sustainability to responsibility. From co-creation to co-action." says Silvio Campara, Golden Goose CEO.

With the new Milan store, Golden Goose leads the way in the world of **REPAIR**, through the SARTORIA and CALZOLERIA services. Anyone can bring products from any brand for services of laundry and sanitization, repairs and replacements, restoration, and refurbishment, lengthening the products life cycle hence reducing the impact on the planet.

REMAKE, is a new interactive personalization experience that gives customers the chance to conceive their one-of-a-kind items, choosing from a wide range of ornaments and finishings to apply on their new or pre-owned products.

Clients can also choose among different treatments such as distressing, embroidered, or handwritten messages, and hand painted drawings, turning them into unique 1OF1 crafts.

For sneakers, clients can tie dye, apply multifoxxing on the sole, have their favorite messages or drawings either tattooed or airbrushed on them.

The Forward Store also offers a Made to Measure service for suits and a Bespoke program for sneakers. For the Made to Measure suits clients can choose among different fits, fabrics, linings, and buttons which suit their personality, and add a final in-store personalization to the garments once delivered within a 6-week timeframe. For sneakers, clients will work directly with the Cobbler to create from scratch a pair with unlimited possibilities.

The Forward Store also operates as a physical **RESELLING** platform for Golden Goose select pieces guaranteeing a direct transaction from buyer to seller. The

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clients' sneakers will be showcased in a dedicated area of the store, ready to be passed onto their next owner to embark on a new journey with them.

In addition, Golden Goose has installed two **RECYCLING** baskets in-store, where each visitor can dispose of any old products that they no longer want. In partnership with ReCircled, a US based infrastructure for fashion in the circular economy, the brand will make sure that these products and materials are put back to use.

"Only together we are able to develop the next steps of this responsible journey. Small actions which everyone can take to create a chain of positive changes, together. With you."