

GOLDEN GOOSE UNVEILS HAUS ISTANBUL IN THE HEART OF TERSANE

Istanbul, 28 May 2026 - Following the successful launch of HAUS Marghera during the 2024 Venice Biennale, HAUS Mexico City later that year, and HAUS Tokyo in 2025, Golden Goose continues its global cultural expansion with the unveiling of HAUS Istanbul in the historic Tersane district, one of the city's leading cultural destinations. More than just a retail space, HAUS Istanbul is a platform for artistic exploration, embodying the brand's DNA through its dedication to craftsmanship, community, and self-expression—offering a physical space that inspires the next generation of dreamers and creators to bring their visions to life.

Spanning over 1,200 sqm, HAUS Istanbul is conceived as an authentic living shipyard—where nothing is ever fully finished, celebrating process over perfection in the spirit of Golden Goose Perfect Imperfection. Inspired by a symbolic journey from Venice to Istanbul, the space imagines a vessel departing from the industrial shores of Venice and arriving along the Bosphorus, transforming travel into a creative and cultural metaphor. At the heart of the store stands an original 1940s shipyard structure, reimagined as both an architectural anchor and symbolic installation, inviting visitors to step aboard and discover the exclusive HAUS Capsule Collection, available only at HAUS locations worldwide. Extending the nautical narrative, the Kids' Area introduces a playful space designed like a cozy boat cabin, immersing young explorers in a dreamy maritime world.

The store unfolds as a space where heritage and imagination intersect: weathered wood shaped by time and water recalls authentic docks and boat-building scaffolding, while voluminous drapes evoke the movement of the sea in contrast with noble materials such as marble and metal. Sneakers, ready-to-wear, and accessories are presented in an archive-like language, displayed alongside coded crates and boxes as if newly arrived from a long sea journey, while rare cultural objects and artworks collected around the world land in the space like port arrivals inside wooden crates, reinforcing the idea of travel and exchange embedded throughout.

The cultural identity of HAUS Istanbul is brought to life through a curated selection of contemporary artworks by Begüm Güney, seamlessly integrated into the environment and dissolving the boundaries between art gallery and store. Throughout the year, the space will host local and international artists, continuously reinforcing its identity as a living cultural platform.

At the center of the HAUS experience is a celebration of craftsmanship and self-expression through Co-Creation, the Repair Hub, and Bespoke services. Together with the Dream Makers, the brand's skilled artisans, clients can personalize sneakers, apparel, and accessories through techniques such as hand painting, embroidery, and the newly introduced screen printing, among others. For the first time, HAUS Istanbul also introduces belt personalization, allowing clients to customize their pieces by selecting from different buckles, studs, patterns, leathers, and additional details. Conceived almost as a theatrical backstage, the fully operational Repair Hub reveals the behind-the-scenes artistry of

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restoration—from cobbling to repair—through open workstations where materials, tools, and techniques become part of the scenography itself, elevated by unexpected details such as Murano glass chandeliers. Hidden behind soft drapes, the Bespoke Area offers tailored services across denim, leather, belts, and exclusive bespoke sneakers, allowing clients to design a pair entirely from scratch, including iconic silhouettes such as Super-Star and, for the first time ever, Ball Star.

Following its launch in Milan, Golden Goose Arts & Crafts now lands at HAUS Istanbul as part of a global program expanding across key cities throughout the year. Conceived as an invitation to disconnect from digital noise and reconnect through hands-on, analog experiences designed for all ages and skill levels, Arts & Crafts marks an evolution for Golden Goose—transforming stores into spaces for gathering, creating, and sharing experiences together. At HAUS Istanbul, the program will host weekly workshops, exploring Anatolian traditions and local craftsmanship through pottery, calligraphy, tile decoration, woodcraft, marbling techniques, and other heritage practices, all animated by DJ sets within an intimate space beneath a ceiling of dried flowers.

Beyond workshops, HAUS Istanbul is envisioned as a cultural hub for the local community, featuring an ongoing calendar of events including running clubs, film screenings, art talks, and collaborations with local creatives—making HAUS Istanbul a space that narrates heritage, craft, and culture, an ongoing journey between Venice and Istanbul where art travels, contaminates, and transforms, and where creation is never finished but always in the making.

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About Golden Goose

Golden Goose is a Next Gen global luxury company founded on a passion for all things that are "perfectly imperfect", authentic and unique.

Born in 2000, it operates at the intersection of luxury, lifestyle and sportswear. It is specialized in the sourcing, design, and distribution of sneakers - some of which have become icons in the market - as well as apparel, bags, and other accessories. High quality, attention to detail and a "lived-in" look have become the distinctive features of Golden Goose.

With the ambition of bringing Italy's "hand-made tradition" to the world, the brand blends artisanal craftsmanship with "Made in Italy" manufacturing, creating products that combine Italian wearability with an urban vintage flavor. Today, Golden Goose, whose products resonate deeply with a new generation of luxury consumers, has a community of more than 2.5 million Dreamers. Golden Goose is present in the Americas, Europe, the Middle East and APAC, with 232 stores and a strong online and wholesale distribution.

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