

GOLDEN GOOSE UNVEILS ITS NEW FORWARD STORE IN DUBAI. THE CO-ACTION STORE FOR A RESPONSIBLE FUTURE. TOGETHER, WITH YOU.

In 2022, Golden Goose unveiled its first co-action format: the Forward Store. Previously opening its doors in Milan, the brand is now bringing its first Forward Store to the Middle East with its initial offset in Dubai's renowned Mall of the Emirates.

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

Conceptualized with the ambition of lengthening the product life cycle by giving them a revived existence, this innovative concept leads the way in the world of **repairing**.

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

The Forward Stores feature new responsible experiences. An artisanal approach and a range of interactive activities co-exist here, giving clients the chance to embark on a memorable sustainable journey revolving around four pillars: **Repair, Remake, Resell, and Recycle**.

"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. 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 Forward Store, Golden Goose takes the lead in the world of **REPAIR**, through the CALZOLERIA and the SARTORIA services, opening the first laboratories in which anyone can bring sneaker products and garments from any brand for services of cleaning and sanitization, repairs and replacements, restoration, and refurbishment, lengthening the product life cycle; hence, reducing the impact on the planet.

"The Forward Store was born with the ambition of giving new life to products, to those items that people cherish the most, giving them new life so that they can continue collecting experiences and writing new stories with them. It's about experiences, instants, memories that our lovers are willing to share with us and relish within their favorite products," adds Campara.

REMAKE is a unique personalization experience that gives customers the chance to conceive their one-of-a-kind items together with the brand's **DREAM MAKERS**, picking from a wide range of ornaments and finishings to apply on their new or pre-owned products. Clients can also choose among different treatments

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such as distressing, embroidery, or handwritten messages, and hand painted drawings, turning them into unique one-of-a-kind crafts. For sneakers, clients can tie dye, apply multi-foxing on the sole, and have their favorite messages or drawings either tattooed or airbrushed on them.

The Forward Store also offers a Made to Measure service for suits, dresses and leather jackets, and a Bespoke program for sneakers. For the Made to Measure garments clients can choose among different fits, materials, linings, and buttons that suit their personality, and then add a final personalization to the garments. For sneakers, clients will work directly with the Cobbler to create from scratch a pair with unlimited possibilities.

In addition, Golden Goose has installed two **RECYCLING** baskets where each visitor can dispose of any old products that they no longer want, making sure that these 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.”

THE STORE:

Covering a surface of more than 450 sq. mt., 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, an artisanal laboratory captures the clients' eye. This area presents the **CALZOLERIA (cobbler)**, a dedicated space with all the machineries needed for shoemaking and all the tools used to repair and personalize the clients' shoes.

This space also 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 with 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.

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Celebrating the brand's skateboarding tradition, this area also offers exclusive products like decks, wheels, trucks, among others, from the most iconic skate brands, that can be co-created together with the DREAM MAKERS. Here clients can also take a seat and enjoy an immersive brand experience, deep diving into the Golden DNA and heritage.

Surrounding the artisanal laboratory, salvaged furniture is 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 the Archive collection, an exclusive capsule that celebrates Golden Goose exceptional sneakers heritage and its icons.

A hydroponic garden featuring purifying plants that improve air quality runs along the side walls and above the storefront.