

## GOLDEN GOOSE TO CELEBRATE THE L.A. GOLDEN SPIRIT

On October 12, the Italian luxury brand hosted its annual brand event in the City of Angels, adding a new chapter to its *From Venice to Venice* journey, started last year with the event held in Venice, Italy and now continuing in California.

The iconic Pink Motel, a roadside attraction built on San Fernando Road in Sun Valley in 1946, served as a unique stage for Golden Goose's immersive experience into its multifaceted world. A place that embodies American iconography and that became the bridge between the brand and the local communities of Los Angeles.

The event kicked off with a unique Co-Creation Experience inside the Pink Motel's signature diner, Cadillac Jack's Café, which was followed by an exclusive dinner.

After the dinner, attendees took a deep dive into the Golden Goose universe by walking through a special tunnel, where they had the chance not only to learn more about the brand's history, its core values of Italian craftsmanship and heritage, but they also got to discover more about the first *From Venice to Venice* event in 2021, expressing the relationship between the Italian brand and the world of skateboarding.

Outside, the Pink Motel's legendary pool was turned into a skate bowl that hosted the spectacular performance of skateboarder Cory Juneau, the leader of the U.S. National Team who won the bronze medal in Golden Goose at the Tokyo Olympic Games in 2021, together with a selected clique of the L.A. skateboarding community.

During the performance, multi-disciplinary DJ and photographer Myles Hendrik entertained the guests with one of his signature high energy sets.

Exclusively in conjunction with the event, Golden Goose will also release the new Ball Star sneaker – a new version of one of its most beloved icons.

Among the notable guests who attended the event **Brooklyn Peltz Beckham, Ashley Park, Matthew Noszka and Inanna Sarkis, Quincy Combs, Jessie and D'Lila Combs, Jackson Myles, Myles O'Neal, Paris Brosnan, Dr. Woo, Jack Wright, YK Osiris, GaTa, David Alan Madrick, Shaun Ross, Sean Koons**, and many others.