

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

Miami, FL – (June 16, 2023) – In 2022, Golden Goose unveiled its first co-action format: the Forward Store. Previously opening its doors in Milan, Dubai and New York, the brand is now bringing its second Forward Store in the United States in the renowned design district neighborhood of Miami, Florida.

After announcing its Forward Agenda in March of 2022, 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 responsible experiences that take an artisanal approach with a range of co-existing interactive activities that give 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.

Golden Goose takes the lead in the world of REPAIR within the Forward Miami concept, through the CALZOLERIA service, opening the first laboratories in which anyone can bring sneaker products 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 pieces together with the brand's DREAM MAKERS, picking from a wide range of ornaments and finishings to apply on new

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or pre-owned products. Clients can also choose among different treatments 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 to the sole, and have their favorite messages or drawings tattooed or airbrushed.

The Forward Store offers a Bespoke program for sneakers. Clients will work directly with the Cobbler to create a pair of sneakers from scratch with unlimited possibilities.

The concept operates as a physical RESELLING platform for Golden Goose selected pieces guaranteeing a direct transaction from buyer to seller. The clients' sneakers and leather jackets will be displayed in a dedicated area of the store, ready to be passed onto their next owner to embark on a new journey with them.

Lastly, 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 over 1,700-square-feet, the store is an 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.

Upon entering the store, an artisanal laboratory captures the clients' eye. This area is known as the CALZOLERIA (cobbler), a dedicated space with machinery and tools needed for shoemaking, repair, and personalization.

Surrounding the artisanal laboratory, salvaged furniture is arranged on distressed rugs, a remembrance of the brand's first Venetian headquarters. Each corner is designed to display exclusive product like the brand's first sustainable sneaker, Yatay Model 1B, along with the Archive collection, an exclusive capsule that celebrates Golden Goose exceptional sneakers heritage and its icons.

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A hydroponic garden featuring purifying plants that improve air quality runs along the storefront.

Golden Goose Forward Miami opens its doors on Friday, June 16th at 4052 NE 1st Ave Miami, FL 33137, hours of operation are Monday-Friday from 11AM to 8PM, Sunday from 12PM to 6PM. Categories available for purchase include men's and women's ready-to-wear, footwear, and accessories.