

THE SPIRIT OF THE ARTIST: GOLDEN GOOSE UNVEILS ITS NEW GLOBAL CAMPAIGN

August 31st, 2022 – Golden Goose celebrates everyone’s creativity and artistic soul with *The Spirit of the Artist* Campaign.

As its first campaign of this importance and scale, the brand chose China and Korea as the starting point for this new journey. Exploring the spirit of each artist, Golden Goose explores the way they create their own perfection, disrupting its conventional definition.

Golden Goose strongly believes in empowering everyone to be themselves and follow their own heart and mind. Pursuing this creed, the artists become the embodiment of that unique spirit and impelling passion that lies in everyone, setting their own path and making them trust in their choices.

Through this spirit of the artist and its power, Golden Goose invites everyone to find and unleash their own creativity.

Every artist’s spirit is brought to life through a unique visual representation, reflecting their artistic journey, enhancing the pursuit of individual perfection.

As the Global Brand Ambassador and main artist of the campaign, William Chan is a multidimensional artist spanning acting and singing, representing a true-to-self creative soul constantly looking for authentic self-expression while breaking boundaries within the world of arts. Deep diving into William’s musical talent, the campaign images recreate a visual representation of his energy, conveyed through ripples: a figurative metaphor for the sound waves coming from his drum set.

As the other Global Brand Ambassador, Korean Hip-hop Artist Simon Dominic has established his own authentic path and vision in the hip-hop scene. He brought to life his music studio DARKROOM based in Seoul, inspired by his parents’ photo studio and the memories he has related to that dimension. Connected with Golden Goose by this strong link between past and present, Simon Dominic creates sounds from memories and infuses them with a contemporary approach: as in an analogic overlay of pictures, creating a whole with all his facets – past and present.

Xie Xin uses dance as a form of communication with herself, where dancing is not only about body movement, but about telling a story from within. Xie’s constant search for her soul movement, never deliberate pursuing perfect but

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always very personal, is a distinctive trait of her work that strongly relates to the brand's values. Transmitting the ethereal elegance of contemporary dance, Xie creates choreographies that showcase her fluidity not only in movement, but also in her inner dimension, inspiring her blurred visual expression of the campaign.

Blurring the lines between East and West in Chinese cuisine, DeAille Tam's fusion background is purely reflected in her art. Always re-inventing herself and her recipes, she constantly evolves and looks for new challenges that go beyond cultural barriers. Sharing this value with Golden Goose, her mix of cultures is explored under the light of union and harmony that, together, connect and create stronger bridges than alone. DeAille is hence seen through glasses that lengthen her image as a metaphor for her linking between East and West.

Bike, who started with traditional wall graffiti, later evolved her art form into a mixed media urban approach, using burns, stencils, patchworks, and tearing, creating pieces of art that are disruptive and perfectly imperfect. Taking inspiration from the streets and giving it back to the community in a complete disruptive mix of materials makes Bike's work extremely linked to Golden Goose's techniques and overlapping use of surfaces, which has inspired the campaign.

Different talents exploring all shades of the artistic world, going beyond expectations to create something new and give life to change. This is what The Spirit of the Artist is about. This is what Golden Goose stands for.

Craft your own perfection.