

GOLDEN GOOSE INTRODUCES A NEW ICONIC SILHOUETTE: THE MARATHON SNEAKER

Global Brand Ambassadors SUNMI and William Chan front the Marathon Campaign

October 9th, 2023 – After an exclusive launch in Korea, celebrated with an experiential event at iconic location Scène in Seoul, on occasion of Sneakers Day Golden Goose now drops globally a completely new, unique footwear concept, the Marathon sneaker. Life is kind of a marathon, no dreams are too far to be reached. Embodying the spirit of hope and determination life is always about reaching out to dreams and making them real.

Characterized by a track-and-field Seventies' flavor, this genderless style perfectly blends its vintage attitude with state-of-the-art elements, like a 3D printed spoiler, projecting this nostalgic style into the future, as seen in beautiful images featuring the Global Brand Ambassadors SUNMI – K-pop artist, and William Chan – multidimensional artist.

This new design comes with the upper crafted in a range of upscale materials, blending nylon, nappa leather and nabuk, coming in iconic colors, spanning from white, black, red, royal blue, silver, among many others, always maintaining the distinctive Golden star on the sides. Each shoe is treated with Golden Goose's signature distressing techniques, making it stand out from the crowd with its unique, lived-in look.

To complement the Marathon lifestyle, the brand created a whole, new dedicated line of Ready-to-Wear and accessories that embody this attitude. From windbreakers in the hues of silver and royal blue matched with cargo pants or running shorts in metallic silver, to cropped and regular t-shirts in heritage white and royal blue, passing through knee-length socks and baseball hats in black and white, and in other timeless colorways. All characterized by that warm, vintage feel of their unmistakable Seventies' inspiration yet enriched with refined details crafted for today's dreamers.

The Marathon sneaker is now available at www.goldengoose.com and in select stores worldwide.

Run after your dreams.