

## **GOLDEN GOOSE CELEBRATES THE PADEL COMMUNITY AND LAUNCHES ITS STAR LINE**

Milan, December 4th, 2023 – Golden Goose enters the world of Padel to celebrate its story and communities by offering new levels of experience for all players. With the upcoming opening of the Atlante Arena, the new Padel Pavilion in Citylife one of the greenest and sport enthusiasts in Milan, Golden Goose debuts with STAR, a new line dreamed for Padel lovers.

To bring the Padel Pavilion to life, Golden Goose joins forces with Demetrio Albertini and Lorenzo Alfieri, pioneers of this sport at both the national and international levels with City Padel Milano. The collaboration is the result of a perfect synergy for this ambitious venture.

The Atlante Arena is the first place where Golden Goose launches a brand-new store featuring an exclusive offer, the STAR ready-to-wear and sneakers lines, along with unique padel equipment. All these products are highly customizable through the brand's Co-Creation experience.

The digital experience of the Pavilion will be curated by WeSmash, a Padel-Centric App that enhances the overall interaction within the space, giving life to a dynamic community both on and off the court.

The Padel Pavilion features 6 indoor courts, 1 indoor PRO court, and 2 vintage-style outdoor courts—all equipped with cutting-edge technologies. On the second floor, a lounge area will provide a complete overview of the courts. More than a sports facility, the space elevates the entire Padel journey, from the pre to the post-match. The Pavilion features health, self-care, beauty, and sustainability-focused products and services, as well as performance-enhancing food.

The outdoor area extends to post-game gatherings and themed events, delivering different culinary experiences and a vibrant atmosphere. Fueled by shared values and a strong passion for Padel, Golden Goose has distinguished itself over the years as a leader in luxury products, consumer engagement, and community interaction. Meanwhile, Demetrio Albertini and Lorenzo Alfieri have been protagonists in the development of Padel in Italy since the beginning, as founders of City Padel Milano in 2017. They continue to contribute to the creation of numerous facilities and initiatives, both in Italy and abroad, through their company DA.

Designed by Novembre Studio, the Pavilion stands as a testament to innovation and architectural excellence. Fabio Novembre's studio expertise is on full display in the Pavilion, set to open its doors in the last quarter of 2024 at CityLife, Milan,

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with the aim of expanding globally. The Pavilion is envisioned as a place to bring communities together, by offering a unique experience that goes beyond sports. Through Padel, Golden Goose will welcome within its Family the sport's biggest worldwide champions.

To announce the project, players Juan Lebron, Arturo Coello, Ariana Sanchez, Gemma Triay, among others, will attend an exclusive Padel-themed dinner and Co-Creation experience at Golden Goose HQ, Marelli 10, in Milan