

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

In 2022, Golden Goose unveiled its first co-action format: the Forward Store. Previously opening its doors in Milan, the brand is now bringing its first Forward Store to the United States with its initial offset in New York's renowned Soho neighborhood.

After announcing its **Forward Agenda** in March, 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 revolves around four pillars: **Repair, Remake, Resell, and Recycle**.

THE CO-ACTION: Repair, Remake, Resell, Recycle

Nearly quadrupling its original size, the store located on Broome Street now covers a surface of 5,600-square-feet and develops across two different levels.

The Forward Store features new responsible experiences. An artisanal approach and a range of interactive activities co-exist, giving clients the chance to embark on a memorable sustainable journey.

"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.

With the new Forward Store, Golden Goose leads the way in the world of **REPAIR**, through the SARTORIA and CALZOLERIA services, opening the first laboratories in which anyone can bring sneaker products from any brand for services of laundry and sanitization, repairs and replacements, restoration, and refurbishment, lengthening the product life cycle; hence, reducing the impact on the planet.

REMAKE is a unique personalization experience that gives customers the chance to conceive their one-of-a-kind items together with the brand's **DREAM MAKERS**, picking from a wide range of ornaments and finishings to apply on their new 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 multifoxying on the sole, and have their favorite messages or drawings either tattooed or airbrushed on them.

GOLDEN GOOSE

The Forward Store also offers a Made to Measure service for suits and a Bespoke program for sneakers. For the Made to Measure suits clients can choose among different fits, fabrics, linings, and buttons that suit their personality, and add a final in-store personalization to the garments. For sneakers, clients will work directly with the Cobbler to create from scratch a pair with unlimited possibilities.

The Forward Store also 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.

In addition, 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 BASEMENT: an ode to craftsmanship and responsible experiences

Starting from the basement, this floor represents the ultimate tribute to the brand's Forward Agenda, the company's sustainability vision.

Raw concrete floors, coarse iron pillars, and timber shelves give an unpolished feel to the space, which finds its warmth in the brand's archival souvenirs collected by the team while travelling around the world. A homage to American tropes and to the art of *Made in Italy*, both at the core of the brand's DNA and inspiration.

This area presents the **CALZOLERIA (cobbler)**, a dedicated space echoing the atmosphere of an artisanal laboratory with all the machinery needed for shoemaking and all of the tools used to repair and personalize them.

A second area houses the **SARTORIA (tailoring)** and puts focus on Golden Goose's signature tailoring and artisanship, offering an exclusive one-of-a-kind experience. The vintage atmosphere of the atelier features sewing and embroidery machines and is reinterpreted in a modern and Golden way - a true link connecting the past, present, and future. The back wall of this corner is covered by metal drawers containing assortments of ornaments, from buttons, to patches, pins, ribbons, and many other embellishments in different fabrics, shapes, sizes, and colors.

The center of the store is furnished with salvaged furniture paired with glass tables with industrial blue metal legs arranged on distressed rugs, a remembrance of the brand's first Venetian headquarters in Marghera - one of Italy's most important industrial and commercial ports near Venice.

GOLDEN GOOSE

Each corner is designed to display exclusive products, including the brand's first sustainable sneaker Yatay Model 1^B. A wooden display on the right side of the room is dedicated to the Archive Collection, an exclusive capsule that celebrates Golden Goose exceptional sneakers heritage and its icons.

THE FIRST FLOOR: a multifaceted Golden universe where innovation meets tradition

Moving on to the first floor, the **LAB** combines a futuristic look with Golden Goose's signature craftsmanship. Here, brand lovers can write their own story with the support of skilled artisans, translating their dreams and desires into special creations. Before turning their product into real 10F1 pieces, the customers have the chance to digitally conceive their one-of-a-kind items through the **Dream Wall**, a new interactive station featuring a 86-inch screen that works as a blank canvas on which clients can unleash their creativity.

In the LAB, visitors can also find special pieces designed exclusively for selected stores, as well as a unique collection of six Made-to-Order Leather Jackets, embellished with painted flowers, as well as hand-appliqued studs and patches. The process behind their creation graces the lining of each jacket and is showcased through a special QR code inside the jacket lining.

Toward the back of the first floor, a **Concrete Cube** stands in the middle of the room, paying homage to the brand's industrial origins. This design matches the raw concrete walls on the outside with an all-over mirror effect on the inside for a futuristic feel that best highlights the brand's wide range of sneakers.

With concrete walls as a backdrop, the first floor also presents the latest ready-to-wear, bags and accessories collections along with unveiling new product categories, which include the Sunframes, Essences, and Jewelmates lines.

Born as a link between two contrasting spaces, a hydroponic wall – featuring purifying plants which improve air quality – runs along the industrial staircase, accompanying the clients to the basement level.