

GOLDEN GOOSE AND CORONET LAUNCH YATAY THE FIRST CO-ACTION FOR SUSTAINABLE INNOVATION MADE IN ITALY

Today, Earth Day, Golden Goose is proud to announce its partnership with Coronet, launching YATAY, the first Made in Italy co-action platform for sustainable innovation, which will go live at the end of 2022.

The name YATAY comes from a particular species of palm (Butia Yatay) and is a palindrome that symbolizes the principle of circularity - the ultimate goal in our innovation journey to create positive change, from beginning to end.

Coronet is the leader in the research and production of animal-free, bio-based and recycled materials and the worldwide reference point for the sustainable Made in Italy luxury market.

Born from a passion for all things that are 'perfectly imperfect', authentic and unique, Golden Goose is a leader and pioneer in the luxury sneakers market.

The co-action between Golden Goose's knowledge of its consumer and Coronet's cutting-edge innovation is a key element to this impactful partnership.

The aim is to create innovations and provide positive social and economic impact, whilst maintaining the lowest environmental footprint. This partnership will allow continuous testing phases, directly verifying the results on the Golden Goose products, collecting consumers' feedback, and subsequently making the innovations available for luxury players.

Daring to go beyond, towards positive changes, the brand takes its first step under the 'We Innovate' driver of its Forward Agenda, launching Yatay Model 1^B – a sneaker which combines craftsmanship, sustainable innovation and vision.

Entirely Made in Italy and crafted with animal-free materials, this gender neutral sneaker is made of Yatay™ B, a bio-based material derived from vegetable sources and components including recycled polyester and biodegradable rubber.

The use of Yatay™ B reduces CO₂ emissions by 90% and water usage by 65% compared to leather.

GOLDEN GOOSE

Born as a celebration of the innovation generated by YATAY, the first Yatay Model 1^B gives the opportunity to the Golden lovers to take part in this co-action.

Every left heel tab on each pair of Yatay Model 1^B has a unique number embossed – the key to take part in the brand's environmental activities and commitments, becoming the starting point of the Golden lovers' sustainable journey. With this code each member of the Golden community can improve their footprint through a QR code printed on the recycled and recyclable box – which serves the purpose of both a shoe box and a shipping package to reduce waste. You simply add in the code and access a dedicated area to plant a tree, monitor its growth and the amount of CO₂ it absorbs.

Small actions which everyone can take to create a chain of positive changes, together.

Yatay Model 1^B sneaker in white bio-based upper, and biodegradable sole

Being forward-thinking, working today for our tomorrow. Made of recycled and bio-based materials, the innovative Yatay Model 1^B is a further stage of this responsible journey, together. With a white upper in Yatay™ B, a bio-based material derived from non-food plant sources, this highly durable animal-free sneaker with low environmental impact features a white Y to symbolize the principle of circularity, running along the shoe from one side to the other. The biodegradable sole is made by hand-engraving print, making each piece unique and giving it Golden Goose's unmistakable lived-in signature. Printed white on white, the left heel tab features a unique code, the key to enter and take part in the brand's environmental activities and commitments. Move Forward with us.

Main characteristics & composition:

- White upper in Yatay™ 1^B, bio-based material derived from vegetable sources not in competition with the food chain
- Lining in viscose derived from responsible sources
- White Y in cotton with bio-based coating
- Right back patch in white with branded logo
- Left back patch in white with univocal code
- White laces in recycled cotton and polyester
- Sole in biodegradable white lived-in rubber
- Animal-free
- Handmade in Italy

GOLDEN GOOSE

- Long lasting
- Low impact
- Genderless
- Breathable
- Comfortable