

## **GOLDEN GOOSE CO-CREATION EXPERIENCE REACHES NEW HEIGHTS WITH THE UNVEILING OF YOUNIQUE CAFFÈ**

On May 16th, Golden Goose is set to inaugurate its first-ever Younique caffè in the heart of Bangkok, Thailand, at Emquartier. This innovative concept marks a significant expansion of the brand's Co-Creation experience, with unique F&B personalization within the immersive in-store caffè.

Golden Goose is introducing Younique on a global scale - a new hybrid format which combines a café and a retail store celebrating the brand's innovative Co-Creation experience.

When in a rush, the experience is quick, fun, and interactive. "How do you feel today?" is the message customers read on the iPad while waiting to pick up their order, illustrated by five different moods: happy, moody, sleepy, in a rush, or stylish. Customers select their current mood, prompting the high-tech machine to print a surprise message on their take-away Golden cup.

Alternatively, for those with more leisurely schedules, the Younique experience unfolds with indulgent surprises. Clients are invited to Co-Create their dessert using a creative range of toppings, while both desserts and foamy drinks can be enhanced by a delicate gold leaf. Sip by sip, each porcelain cup reveals a hidden message, ensuring clients conclude their experience with a smile.

Younique is a luxury coffee retreat that unfolds new Co-Creation experiences - an ode to savoring and sharing life's finer things, where customers are the most unique ingredient. The menu blends Italian coffee culture with local influences, offering a rich selection categorized into Icons, Signatures, Hot & Cold Selections, Manual Brews, and Desserts. The Icons highlight traditional Italian favorites like Tiramisù, Affogato, and the Triple Shot Espresso, all infused with a creative twist - the "Golden touch" that makes them truly unique. Each new caffè opening introduces an exclusive Local Signature, celebrating the distinct character of the city.

Following the unveiling of its first Younique Caffè in Bangkok, Golden Goose plans to expand its innovative concept to Nanjing, Xiamen, Seoul, Dallas, and New York.