

GOLDEN GOOSE CELEBRATES THE OPENING OF HAUS TOKYO IN GINZA WITH AN IMMERSIVE EVENT FOCUSED ON CO-CREATION

Tokyo, September 10, 2025 – Following the successful launches of HAUS Marghera during the 2024 Venice Biennale and HAUS Mexico City later that year, Golden Goose now brings its global cultural vision to Japan with the opening of HAUS Tokyo in the heart of Ginza. Known for its striking architecture, luxury boutiques, and dynamic blend of tradition and modernity, Ginza provides the ideal setting for Golden Goose's latest expression of identity. More than just a retail space, HAUS Tokyo is a platform for artistic exploration, embodying the brand's DNA through its dedication to craftsmanship, community, and self-expression.

To celebrate the opening, on September 10th Golden Goose hosted an immersive event centered on Co-Creation, bringing together some of Tokyo's most influential communities, artists, and creatives for a day-long journey across the store's four levels. Each floor invited guests to participate in experiences developed in collaboration with local talents. The experience began with the personalization of denim tote bags featuring a new HAUS emblem designed by graphic artist **Yu Miyama**, who also reinterpreted the façade logo by blending the HAUS mark with the Japanese ideogram “家” (house). Screen-printed on site, the totes became the beginning for each guest's creative journey.

On the second floor, **actor Ken'ichi Matsuyama** presented exclusive leather charms from Momiji, the lifestyle brand he founded with his wife, actress and model Koyuki Katō, in March 2022. Focused on upcycling, **Momiji** transforms discarded yet valuable resources into meaningful creations that reflect their shared commitment to sustainability and a nature-oriented lifestyle. Momiji also provides five limited edition stars in exclusive materials for the star change service, making each sneaker even more unique.

The third floor invited guests to explore playful toy charms by **Tomoya Nakagawa**, a Tokyo-born, New York-based artist who pushes the boundaries of design through innovative technology across nail art, SFX, and 3D. His collaborations span from idols, to artists, celebrities, and global fashion houses, and his creations added a distinctive, futuristic dimension to the experience.

Throughout the day, food and drinks showcased Tokyo's creative spirit. **Chef Kuroda of AC House** offered seasonal dishes inspired by his previous work experiences in Italy and Scandinavia, reimagining communal dining through

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Japanese ingredients and international influences. Beverages came from **Kimino**, Japanese farmers and drink makers, and from **Pernod Ricard**, the global leader in premium spirits.

The celebration continued in the basement with a lineup of DJs curated by **Canteen Inc.**, a collective supporting the sustainable growth of artists and creators that represents the forefront of Tokyo's creative energy. Performances by emerging talents including **DJ Dreamboy**, **ISLND**, and **Miwa** kept the energy alive before the evening continued with an exclusive afterparty at the iconic listening **bar TOH**.

Among key attendees actress Maika Yamamoto, Sho Kasamatsu, Dori Sakurada, DJ and Kimono stylist Yulia Mademoiselle, actor Ai Takahashi, and Marius Yo.

Golden Goose will continue activating HAUS Tokyo through workshops and cultural collaborations that reinterpret Japanese crafts with a contemporary perspective, fostering cross-cultural connections and solidifying HAUS Tokyo as both a retail destination and a hub for creativity, community, and Co-Creation.

ABOUT HAUS TOKYO

Spanning on four levels and over 430 square meters, HAUS Tokyo is a living space for culture, art, and community. Deeply inspired by the Japanese culture and heritage, the store reflects Golden Goose's ethos of "Perfect Imperfection" through natural materials, asymmetry, and the celebration of authenticity. It is a place of uniqueness, contrast, and constant evolution.

Golden Goose collaborated with Japanese creatives to shape HAUS Tokyo's unique identity. Graphic designer Yu Miyama reimagined the HAUS logo on the façade, blending it with the Japanese ideogram "家," meaning "house." Artist Mika Kamakura contributed original graphics throughout the store, while emerging remake denim brand Yamasawa Press crafted an exclusive denim patchwork rug. Ceramist Yosuke Kojima provided handcrafted pottery displayed across the space.

The ground floor introduces clients to an immersive blend of Co-Creation, culture, and artisanal craftsmanship. A striking window display, inspired by traditional souvenir shops, draws guests into a space where concrete walls meet wooden elements reminiscent of shipping crates—an homage to the journey from Venice to Tokyo. At its heart, a large wooden table invites clients into the creative process, serving as the hub for Co-Creation experiences where they collaborate with Dream Makers and artists to personalize sneakers, apparel, and

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accessories using different techniques like hand painting, embroidering, and the newly introduced screen printing, among others. Dedicated to craftsmanship and research, this floor offers a tactile celebration of handmade artistry and local creative expression—where tradition meets innovation and every object tells a story. The space honors Japanese tradition through vintage-inspired details while fostering participation and dialogue.

The second floor is entirely dedicated to men's tailoring, showcasing the precision and discipline of Japanese craftsmanship. A minimalist, masculine design—charred wood, dark tones, and metal accents—sets the tone for a space where tradition meets modern refinement.

The third floor shifts tone with a warm, feminine atmosphere celebrating women's tailoring, creativity, and individuality. Wood-toned interiors create an inviting space where clients can personalize garments and accessories, bringing their unique visions to life. The floor also showcases women's Ready-to-Wear, accessories, and sneakers, presented with elegance and thoughtful curation.

In the basement, the Listening Room offers a quiet sanctuary for the senses. Vinyl records play alongside curated Archive pieces that narrate Golden Goose journey in Japan—featuring limited-edition sneakers, boots, leather jackets, and exclusive made-to-order items. Adjacent to this is the HAUS Shop, showcasing the exclusive capsule collection first introduced in Marghera—now expanded and available only at the two locations. The store features a limited-edition HAUS Tokyo capsule, available exclusively at this location, including pieces from Japanese local brands such as fragrances from Arbor and hand soap and lotion by Rustic.

Golden Goose will host ongoing workshops and cultural activations that explore the artisanal heritage of Japan—reimagining traditional craft through a modern lens—while fostering connections across cultures. The store features the latest men's and women's ready-to-wear collections, sneakers, accessories, handbags, and limited-edition creations.

HAUS Tokyo opened in July 2025, in Ginza at 5-4-7 Ginza, Chuo-ku, Japan.

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ABOUT GOLDEN GOOSE

Golden Goose is a Next Gen global luxury company founded on a passion for all things that are “perfectly imperfect”, authentic and unique.

Born in 2000, it operates at the intersection of luxury, lifestyle and sportswear. It is specialized in the sourcing, design, and distribution of sneakers – some of which have become icons in the market – as well as apparel, bags, and other accessories. High quality, attention to detail and a “lived-in” look have become the distinctive features of Golden Goose.

With the ambition of bringing Italy’s “hand-made tradition” to the world, the brand blends artisanal craftsmanship with “Made in Italy” manufacturing, creating products that combine Italian wearability with an urban vintage flavor. Today, Golden Goose, whose products resonate deeply with a new generation of luxury consumers, has a community of 2 million Dreamers. Golden Goose is present in the Americas, Europe, the Middle East and APAC, with 225 stores and a strong online and wholesale distribution.