

GOLDEN GOOSE INTRODUCES ARTS & CRAFTS - FOR HANDMADE MEMORIES: A GLOBAL WORKSHOP PROGRAM

Milan, April 2026 – Golden Goose launches *Arts & Crafts*, a global program of workshops that celebrates the art of crafting objects with your own hands. This initiative marks a meaningful evolution for Golden Goose, adding entertainment to experience, and shifting from retail stores, into places to gather and make products, together.

Silvio Campara, CEO of Golden Goose, commented: “People want to rediscover the pleasure of doing things together – experiences now become the most desirable products to shop. Our retail stores are transforming into places for product creation and self-expression, where the most exclusive item is the one made by you”.

With Co-Creation at its core, Golden Goose stores now evolve into places for *craftainment*, where crafting by hands meets entertainment and where clients can disconnect from digital noise and reconnect through hands-on, analog experiences designed for all ages and skill levels. Guests can purchase 90-minute workshops guided by local craftsmen and artisans or enjoy always-on experiences at their own pace with curated kits, supported by the Brand’s “Dream Makers.” Across both formats, participants can explore crafts such as clay, textile printing, papier-mâché, tufting, and woodwork—creating, connecting, and leaving with a beautifully crafted object - a tangible memory of the experience.

At the end of 2026, Arts & Crafts will find its new home at HAUS Milano, set to become the largest Golden Goose location in the world, spanning approximately 2,500 sqm. HAUS Milano will be the first flagship store to embody the evolution from experiential retail into entertainment. The Arts & Crafts program is debuting in April 2026 at the Milan Cusani store before expanding to key cities worldwide, including New York, Los Angeles, Mexico City, Tokyo, Beijing, and Istanbul, as well as in a Summer destination like Forte dei Marmi.

To celebrate the kick-off of Arts & Crafts on April 19, Golden Goose will open the doors of its Headquarters, Marelli 10 in Milan - a day of workshops and experiences to create unique objects and memories together with family, friends and loved ones. The program will continue with “Arts & Crafts On Stage,” a platform inviting influential artists and artisans to share their stories through installations, workshops, collaborations and Co-Creation experiences across stores worldwide during key cultural moments of the year.

To purchase workshops for Golden Goose Arts & Crafts in Milan on April 19, please visit: <https://artsandcrafts-marelli.goldengoose.com/en/collections/workshops>

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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 more than 2.5 million Dreamers. Golden Goose is present in the Americas, Europe, the Middle East and APAC, with 232 stores and a strong online and wholesale distribution.

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