

CHIARA TERENCEHI

Chief Experience Officer

Chiara Terenghi is Chief Experience Officer at Golden Goose, reporting directly to CEO Silvio Campara. Chiara leads the Experience and Visual divisions, guiding their creative and strategic direction and shaping all the spaces where the Brand's experience, products, and storytelling come to life.

Prior to being appointed as Chief Experience Officer in 2025, Chiara served as the Golden Goose's Head of Store Planning. Her collaboration with Golden began in 2013, accompanying the evolution of the Brand's retail language and contributing to the development of its global store concepts. Before joining the Company, she spent several years at ML Architettura, where she specialized in the design and management of retail spaces and oversaw store development projects for various luxury brands, including Golden Goose, Versace, and Hugo Boss.

Born in 1984, Chiara graduated with a Master's degree in Architecture at Politecnico di Milano (Italy).