

ELENA OCCIDENTE

Chief Design Officer

Elena Occidente is Chief Design Officer at Golden Goose, reporting directly to the CEO, Silvio Campara. She oversees the strategy, design concepts, and execution of Golden's ready-to-wear, accessories, and classic shoe collections. Along with her team, and working hand in hand with the Brand team, she crafts and creates product campaigns that meet market demands while aligning with the Company's vision and business expectations.

Elena has remarkable expertise in the field of fashion design. Prior to her appointment as Chief Design Officer in May 2023, she was Golden Goose's Head of Ready-to-Wear and Accessories as of the day she joined the Company in 2020. Prior to that, she worked at Off-White c/o Virgil Abloh as a Senior Designer as of 2017, and at Agnona (which was then part of the Ermenegildo Zegna Group) as a Junior and then Senior Designer as of 2014. Her career began in 2012, as Personal Assistant to the Ready-to-Wear Head of Design at Lanvin.

Born in 1990, her artistic journey began in 2009 at the London College of Fashion, where she attended the one-year Foundation Course in Art and Design. In 2014, she graduated from the Central Saint Martins College of Art and Design, once again in London, after completing the BA Fashion Design Womenswear program.