

Golden Goose opens a new LAB concept in Beijing

Beijing, CN – Italian brand Golden Goose will open a new LAB concept on December 12th at SKP SOUTH, Beijing's preeminent luxury shopping destination, joining SKP South's leading fashion brands.

Beijing is the first location worldwide to introduce the new concept of the LAB, reinventing the first one located in the Milan Store.

The LAB was born with the ambition of bringing our Venetian artisanal tradition to a retail environment to create an exclusive one-to-one experience, a moment that has been designed to create a bond between the client, the artisan and our product, allowing our customers to put "their story on their sneakers". The clients play the leading role of this state-of-the-art tailor-made experience, introducing them into our tradition of craftsmanship and savoir-faire.

A skillful Golden Goose craftsman will let the customer witness how our sneakers are treated and distressed by hand through special brushes, treatments, and artisanal craftsmanship: shaping every product into something unique, a "1of1" crafted following the client's preferences. Once the treatment process is finished, the client can give their sneakers an individual touch by choosing from a set of accessories made exclusively for the LAB, such as laces, charms, and tape, available in different colorways, and by putting a personal hand-written message on it. Thanks to painstaking attention to detail, every pair of shoes is different from one another, resulting in the Golden Goose signature "perfect imperfection."

Golden Goose first LAB/Beijing, covering a total surface of 1,180 square feet, will see white as an absolute protagonist, giving homogeneity and brightness to the whole interior.

The front wall is completely covered by "distress machines" filled with sneakers and Venice sandbags. This scenographic setting is an immediate reference to the barrelling treatment that the sneakers undergo during the final process of production, projecting the client inside one of the laboratories in Italy.

The walls, floors and ceilings of this extremely futuristic space are entirely covered with white polished resin embellished with golden glossy graphics, guiding the clients throughout their whole in-store experience. The furnishings in galvanized steel and the unpolished concrete columns perfectly reflect the brand's industrial origins and artisanal handmade approach, enhancing Golden Goose products to the maximum.

Golden Goose world-renowned sneakers heritage is echoed by the multitude of sneakers hanging from the ceiling. The exposure of the sneakers to the store light recalls the process phase in which the sneakers are hung in the sun light to give the vintage yellow touch the sole.

Together with the LAB, Golden Goose has been introduced in the Beijing store another new concept, the LAB Limited edition sneakers which features the Superstar, the Francy and the Stardan, three of the most popular shapes. These sneakers are made available exclusively at our LABs and on the Golden Goose Passport App and they are characterized by the use of luxurious material, a strong use of glitter, ponyhair, iridescent and laminated leathers, neon colors, graffiti and camouflage prints. The LAB LTD exclusive sneakers already include a soft LAB treatment, and the client will be able to customize with further steps called the "last mile". Each pair of these LAB LTD edition sneakers is extremely exclusive, collectable and timeless – simply, 1OF1. The store will also carry a dedicated capsule collection available exclusively at SKP South, consisting of jerseys – t-shirt and sweatshirt – and leather jackets characterized by the 1OF1 logo.

The new LAB/Beijing also stages the perfect setting to present our new range of Bags. Taking inspiration from vintage camera bags, the STAR BAG was born. This comfortable piece has been designed to complement any outfit, with its easy flair and metropolitan attitude. Fully handmade, it has been meticulously crafted from the best qualities of leather. It features a side pocket for mobile phones and a matching adjustable strap. A star logo decorates the front and the key ring at the side comes with a sneaker charm. The STAR BAGS will be available in many different colorways, which can be divided in the following series: monochromatic, laminated, ponyskin, sporty, and evening styles. The most extravagant and high-end versions are the evening Star Bags, which come drenched in Swarovski crystals, for a glamorously metropolitan feel.

Another new style is the CALIFORNIA BAG, characterized by a relaxed, laid-back approach. Consisting mostly in a collection of premium tote bags, they are spacious and comfortable to be used every day. The California bags come in two different shapes, vertical or horizontal, and they are entirely made of Japanese canvas fabric. The handles and the piping are crafted in soft vegetable tanned leather that will age beautifully, getting darker with time. The California bags come with an adjustable fabric strap that can be added or removed with ease since the handles are high enough for the bag to be comfortably worn over the shoulder. These are canvas bags, but have been designed with the same principles of a luxury leather bag.

The Star Bag and California Bag ranges come complete with an indulgent selection of small leather goods, which follow the same minimal design and colorways of the respective bags, repeating its color palette and material. As part of this family, Golden Goose has produced wallets, in different shapes and sizes, key rings and cardholders.

About Golden Goose

Set up at the turn of the Century by two young Venetian creatives, in just a few years, relying solely on Italian artisanal production, along with the help of family members and close friends, Golden Goose became one of the most successful independent Italian brands of the last decade.

We strive for uniqueness, which for us is synonymous with authenticity. This is why craft and manual touches are crucial for us. This is why our Italian heritage is and will always be at the core of the company.

We have a firm will to preserve traditional craft, making it of the moment, channelling the warmth of the artisanal hand through perfect imperfections. The way we treat surfaces is our signature. We like things that are lived in, distressed, touched with life.

About SKP South

SKP was born in 2017 in Beijing, heart of the Chinese culture, city of timeless codes and boundless energy, on the east side, gateway to the world. At SKP, customers can have a delightful dining experience in featured environments born as the fusion of more diverse trends. Immersed in the fragrant aroma of high-quality coffee and tea, visitors can enjoy every leisure afternoon moment here. SKP is also the gathering place of world-leading and highly praised fashion brands. Besides luxury dining and shopping experiences, shoppers can also experience professional make-up courses, rejuvenating skin care regimen and soothing massage services.

LAB / Beijing

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