



GOLDEN GOOSE ★

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Figure 1: Golden Goose shop in New Delhi, India (Linkedin, 2024)

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Figure 2: Golden Goose personalized shoes (Linkedin, 2024)

BRAND HISTORY AND IDENTITY

BRAND IDENTITY



Figure 3: Golden Goose Logo



Figure 4: Golden Goose Iconic Distressed Shoes

What is Golden Goose?

Golden Goose is a world famous luxury fashion brand, founded in 2000 by designers Francesca Rinaldo and Alessandro Gallo in Venice, Italy. Known for its iconic distressed sneakers (Figure 4) and symbolical star logo (Figure 3), the brand has extended offering clothing, bags and jewelry. Each item shows the company's "perfectly imperfect" aesthetic, balancing their contemporary design with Italian craftsmanship (See Appendix 1 for brand board). This original positioning works with the international market, helping Golden Goose blend their Italian heritage with modern times. Their ethos is focused on authenticity and self-expression, placing the company as an experience provider instead of a simple fashion brand. This principle is shown in their campaign "Dreamers", which attempt to create emotional connections within consumers creating a sense of community. Golden Goose intensify their brand identity through experiential contributions, such as the Co-Creation and Sneaker Lab services (Figure 5), authorizing customers buying in their physical stores to personalize their shoes with custom laces, paint splatters or handwritten messages. These activities augment customer engagement by developing brand's values of creativity and individuality

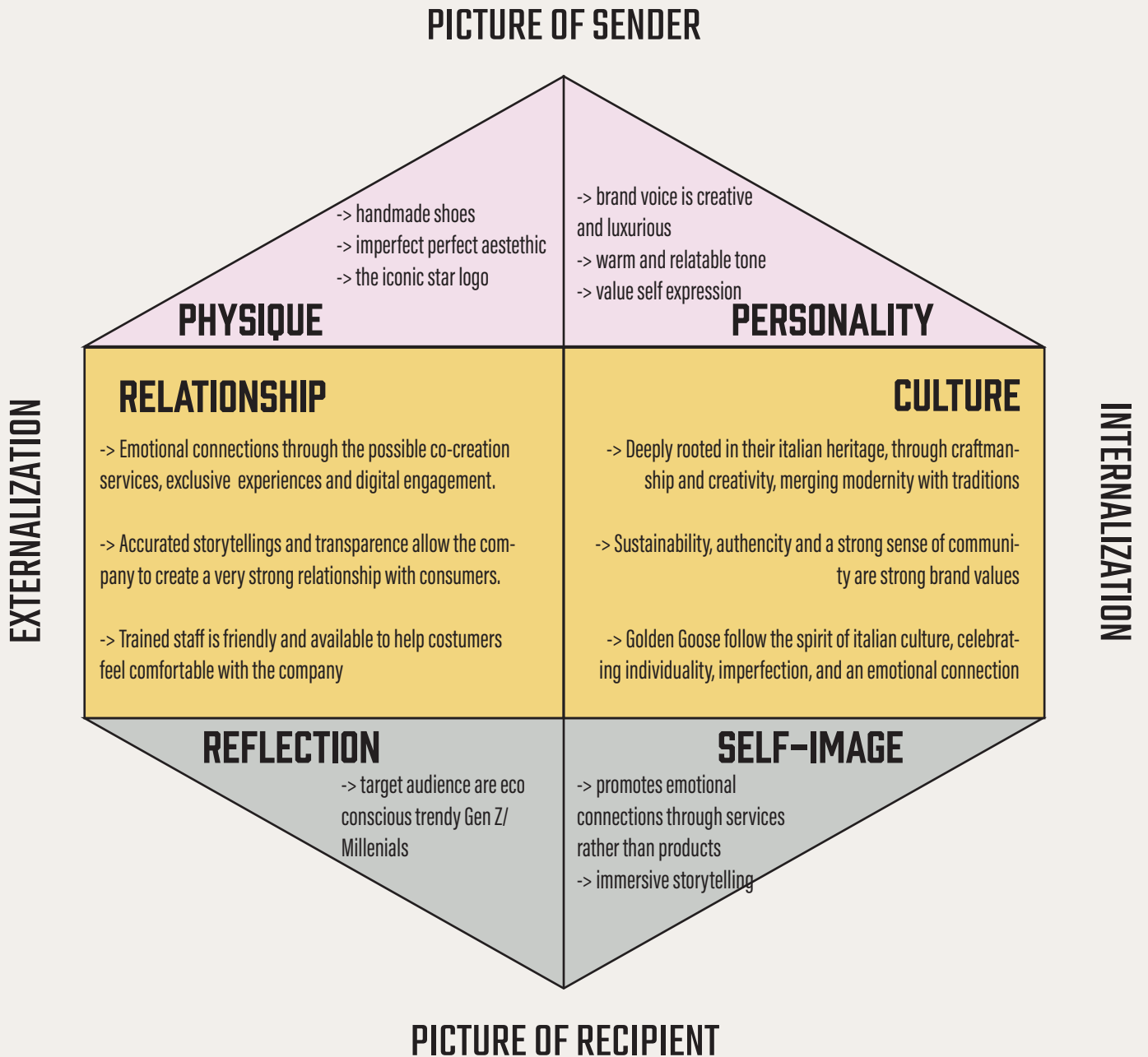


Figure 5: Co-Creation Lab in Golden Goose in Santiago, Chile



The world belongs to the customers. They don't just want to buy a product. They want to make their own product. We are the only place where you can make your own sneakers. The era of desire is over — we're in the era of experience.
- Silvio Campara, CEO of Golden Goose, For Vogue Business

BRAND IDENTITY PRISM



BRAND HISTORY

Figure 6: Venice, Italy (Golden Goose Sustainability Report, 2023)



Figure 7: The first ever Golden boot (Golden Goose website, 2024)



Figure 8: First Golden Goose office (Golden Goose website, 2024)



Figure 9: Iconic sneakers super star prototype (Golden Goose website, 2024)



Figure 10: Golden Goose store in Paris (LinkedIn, 2024)



Figure 11: First Golden Goose store in New York (Golden Goose website, 2024)



2000

-> Creation of their first garment in Venice, Italy (Figure 6), with an help of a traditional Venetian craftman.

2004-2008

-> The Fall/Winter 2004 Collection features the first-ever Golden Boot. (Figure 7)
-> Birth of the Super-Star, an iconic distressed luxury sneaker that redefines the entire category. (Figure 9)
-> Inauguration of our headquarters in Marghera (Venice, Italy). (Figure 8 and 11)

2010

-> Opening of their first retail store in Milan, Italy.
-> Change from a Wholesale business to a Direct-to-Consumer model.
-> Acquisition by Style Capital Group

2012

-> Opening first store in Paris and in New York, NY (Figure 10-12-13)
-> Acquisition by LVMH

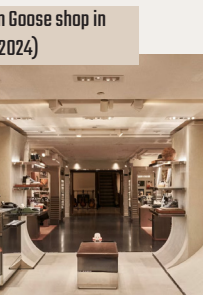


Figure 12: Golden Goose shop in New York (Linkedin, 2024)



Figure 14: First Co-creation Lab in Milan, Italy (Golden Goose website, 2024)



Figure 15: Golden Goose shop in Milan, Italy (Golden Goose website, 2024)



Figure 16: Second production site (Golden Goose website, 2024)

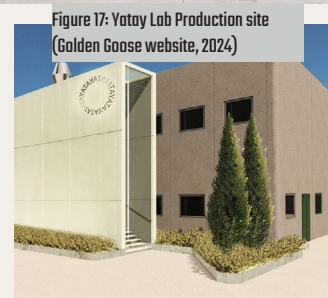


Figure 17: Yatay Lab Production site (Golden Goose website, 2024)

2015

2017

2019

2023

store in France
United States
Ergon Capital

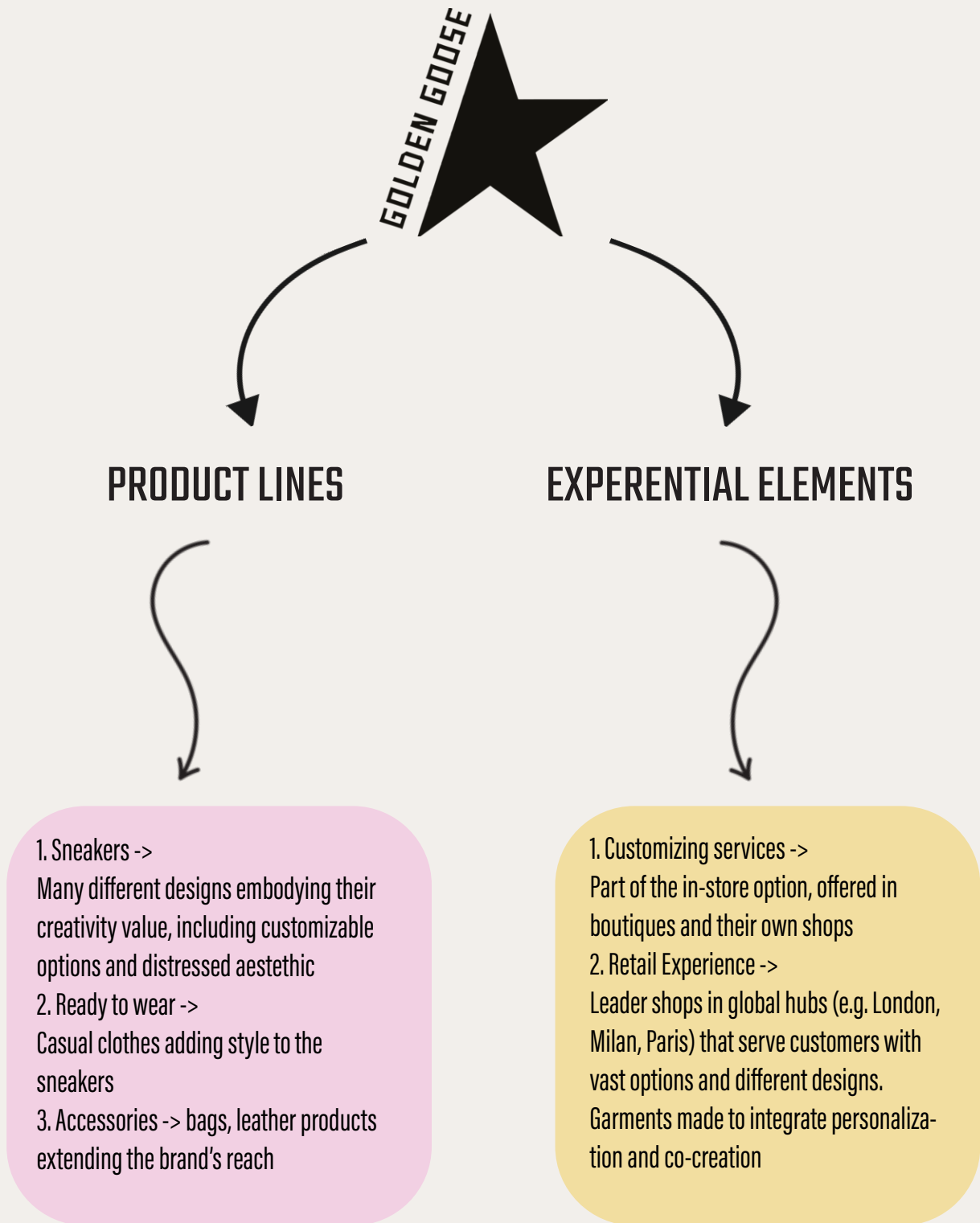
-> Acquisition by Carlyle Group
-> Opening first store in Beijing, China

-> Debut of the first company owned e-commerce website
-> First co-creation experience based in the store in Milan (Figure 14-15)
-> Creation of the LAB Store

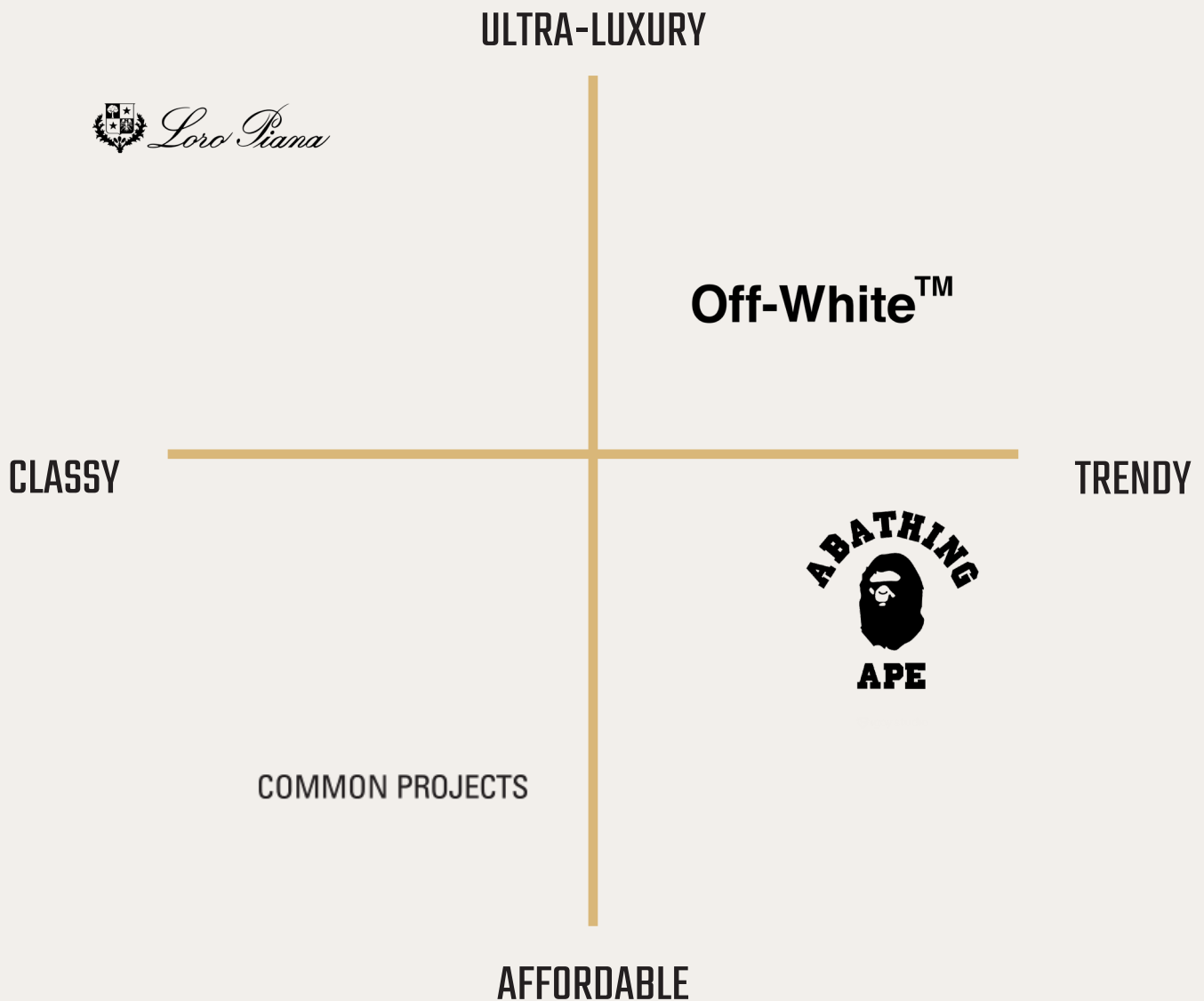
-> Bought a second production site (Figure 16)
-> Initiated the service of Repair and Remake through ecommerce
-> Creation of the Yatay Lab (Figure 17)

GOLDEN GOOSE ★

BRAND ARCHITECTURE



BRAND POSITIONING



Off-White -> brand known to merge luxury and streetwear, appealing to Gen Z and Millennials. Has a strong cultural relevance and collabs with well-known brands. Off-White and Golden Goose compete in the youthful market, as they both balance luxury with modernity.

Loro Piana -> An high luxury brand with a timeless and sophisticated aesthetic, it's known for their premium materials such as cashmere and perfect craftsmanship. Competitor of Golden Goose as they're both known for using premium quality and emphasizing craftsmanship.

A Bathing Ape (BAPE) -> Iconic streetwear brand known for their graphic designs and collabs. They have a loyal customer base and unique patterns. Both BAPE and Golden Goose appeal to young and original individuals, leaning on creative designs and emotional connections.

Common Projects -> Luxury sneakers with a minimalist design, known for clean lines and understated branding. Competing with Golden Goose through both catering high quality sneakers and minimal designs.

CURRENT BRAND ANALYSIS

SWOT ANALYSIS

STRENGTHS

The brand is sustainable, as shown in their sustainability report (we golden goose, sustainability report 2023) making it appealing to Gen Z

Vertically integrated italian craftsmanship, enhancing their transparency and unique appeal (Golden Goose acquires the Italian fashion team supplier 2022)

Expanding globally: 20 new stores per year, making the product reachable for more people (Vogue Business, 2024)

Strong market reputation, known for their “pre-distressed” luxury sneakers (Business of Fashion, 2024)

WEAKNESSES

Has mentioned in a 2024 FitchRatings article, the company has a single product focus, putting at risk the brand if costumer tastes change.

The products have a premium pricing due to their high quality, which means that costumers may to indirect competitors for cheaper substitutes. (Made in Italy, 2024)

The shoes “pre-worn” style is considered original, however, many people complained considering products too expensive for their appeal. (Vogue Business, 2024)

The business relies heavily on the physical shop, especially regarding the experience of personalising the product, making online consumers feel left out. (Concall, 2024)

OPPORTUNITIES

A 2024 article of Business of Fashion states an higher demand for luxury brands from outbound Chinese customers, as their economy is currently suffering from consumer behaviour

The company could work more on their online growth, as their target audience, Gen Z, shows a preference in e-commerce. (FitchRatings, 2024)

Since competition is growing, through making new products design or limited-editions, the brand could raise their exclusivity. (We Golden Goose, 2024)

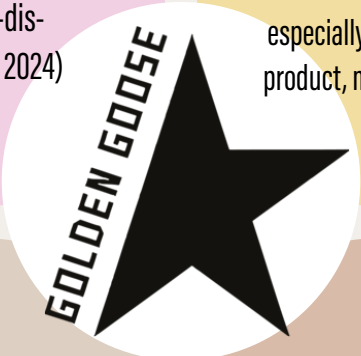
By expanding their identity into new regions, the company can increase their demand for their unique products (Business Of Fashion, 2024)

THREATS

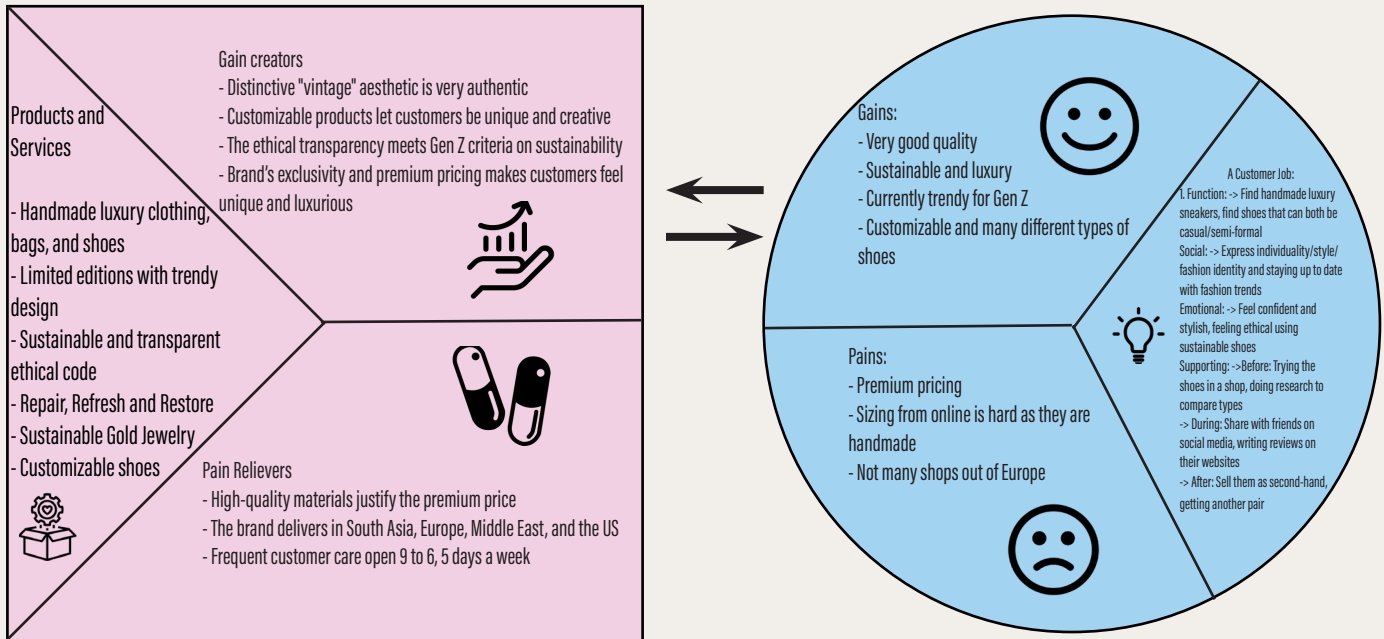
The luxury market is going through uncertainty due to inflation and economic issues, making consumers spend less on luxurious products and more on substitutes. (Business of Fashion, 2024)

There is an intense competition on the luxury sneaker market, especially from new entrants, making it harder to attract a new customer base. (Business of Fashion 2024)

Chinese customers are changing their consumer habits, preferring to shop abroad, resulting to a low profit for their current shops in China (Business of Fashion Insights, 2024)



VALUE PROPOSITION MAP



CUSTOMER PROFILE

Gender: Male, He/Him

Age: 26, Gen Z

Budget/Salary/Income: £57,635 per year

Work: Financial Analyst

Education: Imperial College, London

Location: Canary Warph, London

Main Goals: prioritizing comfort, values an easy shopping experience, strong sustainable values

Pain Points: limited fashion knowledge and high price point

Social Networks Usage: Instagram as his main social media

Lifestyle: walks to work, pub with friends and likes to go running

Purchase Influence: looking for timeless comfortable shoes, not a fashion



PESTEL ANALYSIS

POLITICAL

-According to Golden Goose website, their operations are reasonably influenced by EU regulations on environmental standards, ethical labor and production. Their strong presence in Europe and Italy requires conforming to green laws (e.g. European Green Deal), promoting sustainable practices and carbon emissions reduction. To follow those rules there must be an innovation in production aligning with eco friendly methods.

- Moreover, Golden Goose's international expansion goes through trade taxes and challenges in main markets such as US and China, influencing costs and logistics. The impact of Brexit complicates European supply chains, increasing expenses and shipping delays. These problems demand brands to adapt strategies while keeping a smooth experience across international borders, consistent with their brand values (McKinsey, 2024)

SOCIAL

Golden Goose attracts a niche market through their distressed luxury style, aiming customers who value artisanal craftsmanship and individuality. On the other hand, the shift of society's trends, (e.g. growing demand on transparency and ethics) is a challenge for fashion brands. Their market, especially Gen Z, expects brands that align with sustainability and social responsibility. (Business of Fashion, 2024)

To be ethical, Golden Goose must expand its appeal by focusing on exclusivity. The brand is working successfully through this by using Forward Stores that emphasize a circular economy and customisation, showing the effort on sustainability and promoting responsibility on sustainability and ethics. (Vogue Business, 2024)

LAW

Golden Goose faces legal responsibility to protect their intellectual property, as it's a significant issue in the luxury market. IP laws secure the brand's unique designs, reinforcing their artisanal values and exclusivity. Moreover, new EU sustainability regulations, like the Corporate Sustainability Reporting Directive (CSRD) require announcements on social and environmental impacts. These laws guarantee the company's ethical reputation, and by having a transparent communication on their sustainability efforts, Golden Goose can improve trust and maintain a competitive position. (European Union, 2023)

ECONOMICAL

- Golden Goose's premium pricing positions it in the luxury segment, making the brand sensitive during economic downturns, when individuals reduce their spending. Rising inflation and economic doubts pressure fashion brands to explain premium pricing, while balancing production costs. Golden Goose's recent IPO focus on a stable financial position and global growth; however, this approach must take in consideration consumers preferences, especially in the US, Europe and China. (Clarkston Consulting, 2023)

- As mentioned in McKinsey's Article, luxury customers value more unique offers in uncertain times. By influencing its handmade products and originality, Golden Goose can maintain strong demand among customers while adjust based on the changing economic situations. This path also strengthens its brand identity in the sustainable luxury market.

TECHNOLOGICAL

Golden Goose's e-commerce presence and digital marketing strategies show effort to improve their brand engagement. By applying AI-driven data tools the company could reduce waste or improve operational efficiency. Furthermore, virtual try-ons and online customisation can personalize the shopping experience, appealing to tech-consumers, Millennials and Gen Z. Adapting to a technological future guarantees an innovative brand experience through retail channels, both in-store and online. This aligns with principles of brand management by strengthening loyalty and customer trust through modernization. (We Golden Goose, 2023).

ENVIRONMENTAL

Sustainability is a main value for Golden Goose, but the environmental impact of their iconic distressed sneaker, involves chemical treatments and multiple washes, is pressured by eco-conscious individuals, as these processes need chemical usage and water, which could clash with the brand's ethos. On the other hand, Golden Goose has dealt with these accusations through creating the Yatay Lab, a laboratory equipped to use recycled bio-based materials to reduce pollution. Emphasizing their Italian craftsmanship proves their brand's sustainable ethics. (Golden Goose Sustainable Report, 2023)

COMPETITOR ANALYSIS

BRANDS

MARKET POSITION

PRODUCT OFFERING

COMMUNICATION/ RETAIL STRATEGIES



-> Known as luxury lifestyle brand, focuses on artisanal distressed aesthetic. Their segment is made of younger wealthy consumers, balancing a comfortable modern vibe with luxury and exclusivity. Its focus on Italian heritage positions the brand as a unique competitor in the luxury footwear segment, appealing to Gen Z and Millennials.

-> Offers luxury sneakers as their core product, integrated by their accessories or clothes. Their shoes are central to the brand identity, as they have an handcrafted predistressed look. The brand's artisanal approach embodies authenticity and uniqueness.

-> Their boutiques and "Forward Stores" embody values of individualism, sustainability and craftsmanship. It offers storytelling around its Italian heritage offering experience over products, such as their "Co-Creation Lab" where customers can personalize products. Social media advertisements often highlight craftsmanship approaches and product features.



-> Known for its ultra luxury positioning, Loro Piana is the leader of good quality textile and sophisticated market. The company's priority is on timeless designs made with finest materials, like cashmere and vicuña wool, appealing to a mature audience preferring quality and elegance.

-> Aims on timeless luxury garments, like accessories, coats or knitwear made from high quality textiles. The company's commitment to craftsmanship guarantees exclusivity, and their minimalist aesthetic attracts consumers that prefer sophisticated timeless clothing.

-> Focuses on high-end, standalone boutiques in prestigious locations worldwide. Its retail strategy emphasizes exclusivity and personalized service, such as bespoke tailoring. The brand's digital presence is understated, aligning with its offline image of discretion and refinement.



-> Positioned as a streetwear luxury brand, Off-White connects luxurious and streetwear cultures. Their target market are trend-driven wealthy Gen Z - Millennials consumers, with an interest on alternative provocative designs. As a predominant brand in modern street culture, Off-White focuses on limited edition releases and collaborations to maintain their customers.

-> Mixes modern designs with practical streetwear. The product line offers hoodies, outerwear, graphics T-shirts and sneakers. Their key features are the use of quotation marks, typography, following their high fashion DNA.

-> Priorities boutiques in prestigious hubs worldwide. Its retail approach embodies exclusivity and sophisticated aesthetic, with their personalized service such as custom-made tailoring. The brand is very present digitally but it's understated, relying on subtle and sophisticated communication, focusing on the rarity or origin of their materials or their luxury identity.



-> BAPE targets fashion-forward urban consumers. Known for their logo-centric clothes and bold patterns, the company's aesthetic is in their consistent collaborations with designers in order to keep customers interested.

-> focuses in streetwear aesthetic, like hoodies, graphic T-shirts and sneakers. Camo prints and iconic BAPE logo are the main features. Collaborations with Adidas, Coca Cola show their strategy to attract new customers.

-> Uses streetwear aesthetic to connect to the audience showing a realistic culture. Its marketing is mainly on pop-culture references, and partnership with brands or influencers. Their communication style is community driven and youthful, following its core demographic. Relies on stores in major cities, designed to feature limited editions driving customers to enter the shops. Their e-commerce make products accessible globally.

BRAND COMMUNICATION AND VALUE

SOCIAL MEDIA AND ONLINE CHANNELS

Golden Goose's social media presence is strong, embodying their values; luxury, craftsmanship and relatability. Both their Instagram and Tiktok channels appeal to both Gen Z and Millennials. Showing the brand's "perfectly imperfect" aesthetic emphasising their handmade quality of their products. As shown in Pictures 21-22, the brand actively engages with consumers, using Tiktoks to respond to questions or provide styling inspirations. This two-way communication supports personifying the brand and to create a deeper connection with followers. Golden Goose's tiktok page uses trending sounds and trends to attract the younger audience. Their content is a balance between approachability and aspirational luxury, recording everyday moments while promoting the brand's craftsmanship. The company's social media presence sets them apart from competition. Unlike Off-White, which shows more of an avant garde feed, or Loro Piana, which shows more of a traditional luxurious feed, Golden Goose emphasise a more realistic and imperfect aesthetic, blended with their direct engagement with followers, that allows them to connect emotionally rather than depending on high fashion exclusivity.

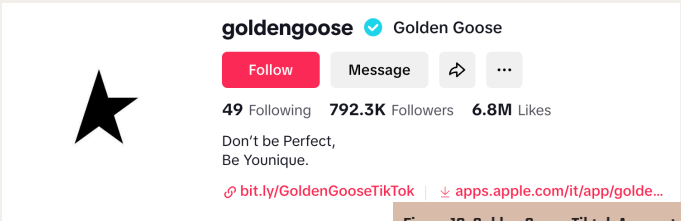


Figure 18: Golden Goose Tiktok Account



Figure 19: Golden Goose Instagram Account



Figure 20: Golden Goose Instagram Story, 2024



Figure 21: Golden Goose Instagram Reel, 2024



Figure 22: Golden Goose Pinned Tiktok, 2024

NUMBER OF POSTS AND INTERACTIONS ON INSTAGRAM OF GOLDEN GOOSE AND COMPETITORS

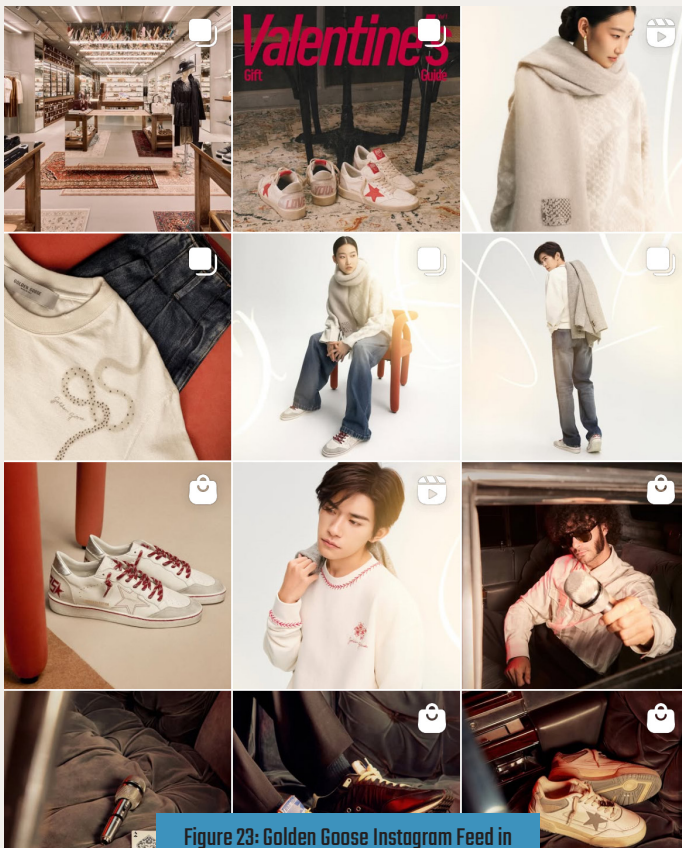
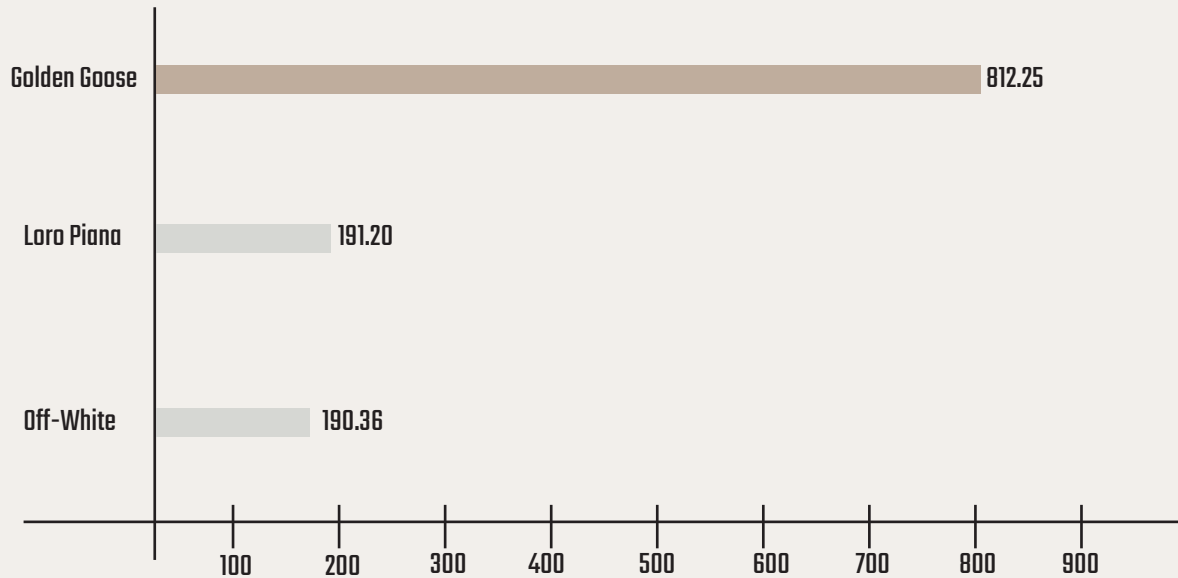


Figure 23: Golden Goose Instagram Feed in January 2025

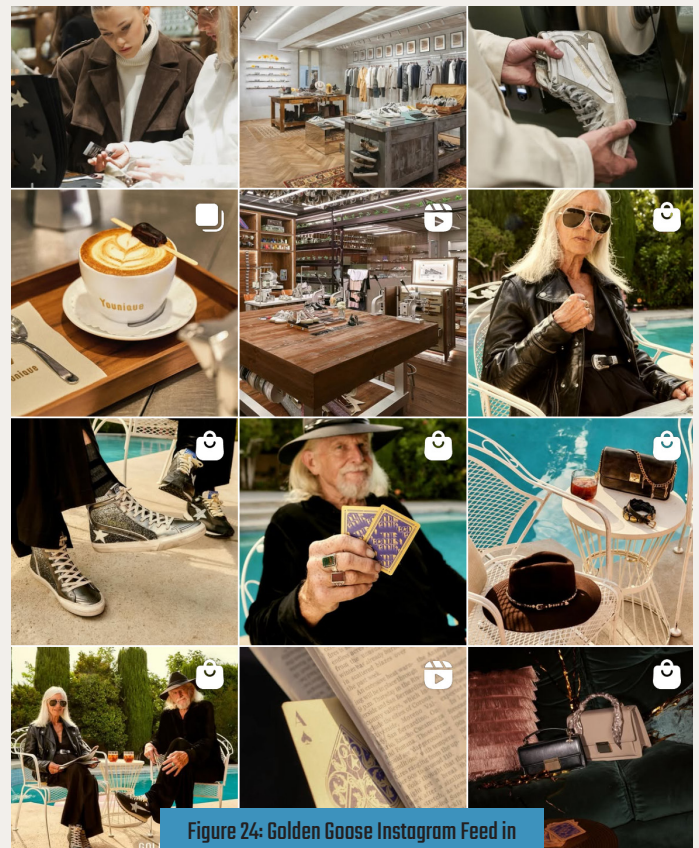


Figure 24: Golden Goose Instagram Feed in December 2024

Golden Goose's Instagram feed is a proof of the brand's talent to stay relevant and fresh while maintaining their core values of individuality and craftsmanship. The Instagram feed goes through monthly transformation, each showing a different visual narrative to keep followers engaged. Picture 23 shows this month's feed, that emphasises earthy tones and young models, harmonised with scenic backdrops evoking self-expression. On the other hand, picture 24 shows their December feed, representing a more realistic approach, featuring older models dressed in black, with a predominantly blue palette and a strong light. This shift represents the brand's adaptation and commitment to inclusivity, no matter diversity in race or age. By consistently trying new themes the company creates a sense of curiosity among followers, while appealing to a broader demographic. This reinforces the brand identity and shows an original presence on social media.

SOCIAL MEDIA AUDIT

FOLLOWERS							P
NETWORKS		TOTAL FOLLOWERS	TARGET AUDIENCE	FOLLOWING	POST FREQUENCY	JOINED	
GOLDEN GOOSE	FACEBOOK	157K	Gen X		0 2-4x week		2017
	X (TWITTER)	/	/	/	/	/	
	INSTAGRAM	1.5M	Millenials - Gen Z		146 2-5x week		2015
	PINTEREST	/	/	/	/	/	
	TIKTOK	792.5k	Millenials - Gen Z		49 1-3x week		2019
	LINKEDIN	106k	Gen Z	/	1-3xweek	unknown	
LORO PIANA	FACEBOOK	134k	Gen X - Baby Boomers		0 1-2x week		2009
	X (TWITTER)		Gen Z		1 1-2x week		2023
	INSTAGRAM	2.3Million	Gen Z		0 1-3x week		2015
	PINTEREST	13k	Gen Z		1 Minimal	unknown	
	TIKTOK	359.1k	Gen Z		1 1-2x week		2021
	LINKEDIN	303k	Gen X - Baby Boomers		1 1-2x week		2023
OFF-WHITE	FACEBOOK	364k	Gen X	/	3-5x week		2015
	X (TWITTER)	205k	Gen Z		1 3-5x week		2013
	INSTAGRAM	2.2Million	Gen Z		0 1-3x week		2012
	PINTEREST	14k	Millenials - Gen Z		0 3-5x week	unknown	
	TIKTOK	187k	Millenials - Gen Z		1 3-5x week		2018
	LINKEDIN	82k	Gen Z	/	1-2x week		2012
A BATHING APE	FACEBOOK	502k	Gen Z		3 4-6x week		2014
	X (TWITTER)	248k	Gen Z		4 4-8x week		2010
	INSTAGRAM	2.9 Million	Millenials - Gen Z		21 5-7x week		2013
	PINTEREST	/	/	/	/	/	
	TIKTOK	96k	Millenials - Gen Z		0 1-3x week	unknown	
	LINKEDIN	8k	Gen Z	/	Minimal		2012

ERFORMANCE			HASHTAGS		
LIKES / VIEWS	TONE	COMMENTS	MOST USED HASHTAGS	AVERAGE # OF HASHTAGS	
145K	COMMUNITY DRIVEN	10K	/	/	/
/	/	/	/	/	/
131k	Authentic	56k	#GoldenGoose	2 per post	
/	/	/	/	/	
6.8M	Playful	3k	#GoldenGoose	2 per post	
110k	Sustainable	11k	#GoldenGoose	1-2 per post	
136k	Classy		3802 #LoroPiana	1-2 per post	
145	Neat		5194 #LoroPiana	1-2 per post	
5k	Sophisticated		2300 #LoroPiana	1-2 per post	
3.5 million	Minimalistic	/	/	/	
1.8 million	Bland	2k	#LoroPiana	1-2 per post	
unknown	professional	1k	#LoroPiana	1-2 per post	
315k	Bald	23k	#OffWhite	1-2 per post	
1 million	Urban	250k	#OffWhite	Minimal	
400k	StreetWear	320k	/	/	
536k	Professional	/	/	/	
1.3 million	Innovative	40k	/	Minimal	
/	Edgy	/	/	/	
427k	Playful		4560 /	/	
60k	Colorful	500k	#bope	/	
593k	Iconic	27k	#bope	1-2 per post	
/	/	/	/	/	
1.4 million	StreetWear		38 #bope	4-5 per post	
144	Youthful		13 #bope	3 per post	

BRAND MESSAGES AND ETHICS

Brand Values:

Golden Goose emphasize certain core values the brand's decision:

Craftsmanship -> the brand strongly highlights its artisanal production, hand distressed details and Italian heritage, offering an original product.

Individuality -> their aesthetic is known to be "perfect-imperfect" with the goal of creating products that show a personal and unique journey

Self-Expression and Creativity -> each product represents a sense of personal identity and freedom through their customization services allowing consumers to express themselves

Experience -> Golden Goose focuses more on the experience than the product, through their co-creation and sneaker lab the brand wants to create an emotional connection with the consumers, prioritizing them no matter what



Figure 25: Co-Creation Lab in Golden Goose shop in New Delhi, India (Linkedin, 2024)



Mission Statement

Golden Goose is a journey of love.

We are a community of Dreamers, who believe in the power of doing things together.

We strive for uniqueness, which for us is synonymous with authenticity.

Craftsmanship is the essence of who we are, enhancing the warmth of the artisanal touch and its perfect imperfections.



Environmental Responsibility

Golden Goose is committed to reduce their environmental impact through ethical and sustainable practices. The brand highlights timeless design and durability, motivating consumers to choose long-lasting products over fast fashion. By prioritizing craftsmanship and batch production the company diminish waste and over production, addressing environmental difficulties in the fashion industry. The brand has expanded its use of responsibly sourced materials and introduced sustainable alternatives. Additionally, its repair and care programs extensively support life of the product, promoting a circular economy. Golden Goose also collaborates with local Italian artisans, enhancing their strong cultural value while committing to meeting the expectations of eco conscious consumers and preserving its high standards of authenticity.

PHYSICAL RETAIL ENVIRONMENT

Golden Goose's physical retail approach shows its skills on adapting to diverse cultural markets, with distinct strategies in different countries. The London store is located near Oxford Street, attracting a fashion forward urban demographic. As seen in Figure 27, the shop has a rustic decor, featuring wood and vintage displays, demonstrating the brand's "perfectly imperfect" philosophy while contrasting from competitors like Loro Piana's minimal showcase (Figure 28). In Golden Goose shop, products are positioned unconventionally, surrounded by flowers and placed on books (Figure 26). This arrangement shows spontaneity and individuality, motivating consumers to engage with products on a deeper emotional level. Such design decision emphasize the brand's values and create a lifestyle approach that appeals to trend-conscious consumers. The London store's urban architecture addresses Millennials preferences for practicality, sustainability and individualism. See Appendix 2 for more images.



Figure 26: Shelf in Golden Goose shop, London (2025, Lorenzini L)



Figure 27: Showcase of the Golden Goose shop, London (2025, Lorenzini L)



Figure 28: Showcase of the Loro Piana shop, London (2025, Lorenzini L)



Figure 29: Shelf details in Golden Goose shop, London (2025, Lorenzini L)

Differences between Italian and British Golden Goose shop

In contrast, the Forte dei Marmi store immerses visitors in Italian culture and craftsmanship, emphasizing lifestyle and heritage. The entrance features a vintage Vespa and an aesthetic coffee bar labeled "Bar Golden" (Figure 30), encapsulating the Italian way of life. The store also offers localized products, such as Forte dei Marmi postcards (Figure 32), allowing customers to take home a tangible memory of their visit. The personalization desk near the entrance (Figure 31) invites consumers to co-create unique sneakers, furthering the brand's focus on individuality. This experiential approach resonates particularly well with Gen Z and Millennials, who value authentic and immersive retail experiences. The shop's design encourages curiosity with a curated presentation that evokes the brand value of imperfection. See Appendix 3 for extra images.



Figure 30: Iconic store entry of Golden Goose, Forte dei Marmi, Italy (2025, Lorenzini L)

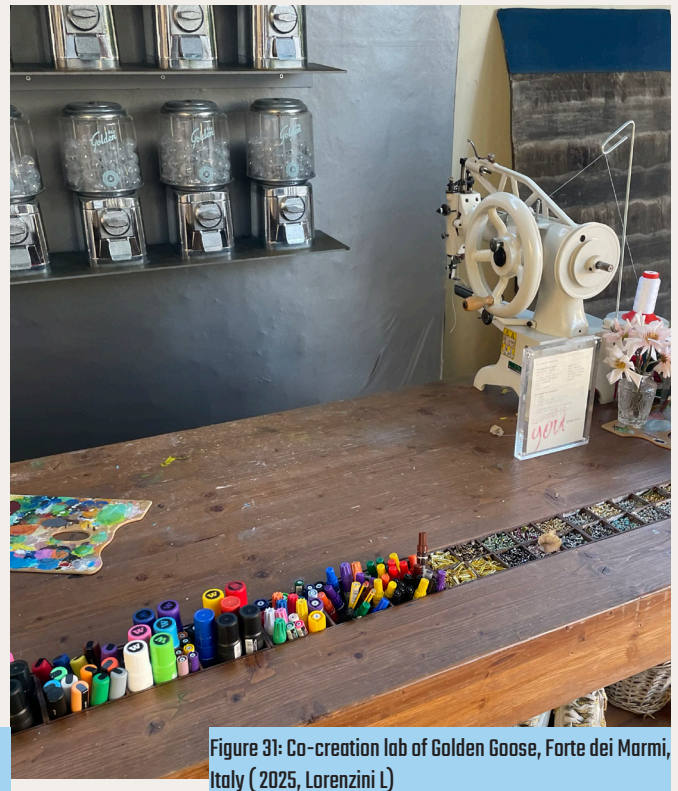


Figure 31: Co-creation lab of Golden Goose, Forte dei Marmi, Italy (2025, Lorenzini L)



Figure 32: Postcard selling at Golden Goose, Forte dei Marmi, Italy (2025, Lorenzini L)

Compared to the London store, the Forte dei Marmi location leans heavily on fostering emotional connections through cultural storytelling and craftsmanship, making it a destination that extends beyond shopping. These different approaches show Golden Goose's committing to maintain brand consistency while adapting to local markets. The Italian store's immersive lifestyle appeal focuses on their Italian background, telling a story. While the London flagship's urban focus demonstrates a global contemporary perspective. This duality challenges Golden Goose to balance its roots with evolving consumer preferences.

RETAIL MARKETING MIX

PRICE

Golden Goose's pricing method aligns with its luxury positioning, influencing a premium pricing model to prove its exclusiveness. Products cost from £300 to over £1000 (Figure 33), meeting consumer expectations of artisanal craftsmanship and high quality. In physical stores, prices are not shown, fostering a sense of luxury and exclusivity to consumers. Limited - edition collections, such as the Valentine Day's series, are at a price skimming strategy, emphasizing desirability and hinting a sense of rarity and exclusiveness.

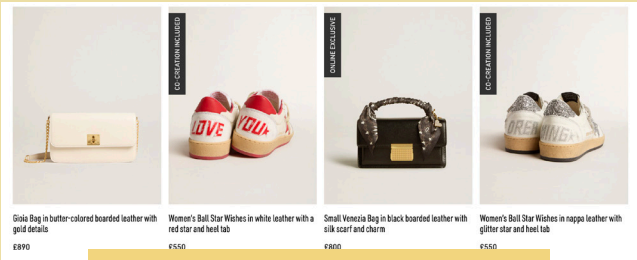


Figure 33: Prices of accessories and shoes in Golden Goose website. (Golden Goose website)

PROMOTION

The brand's promotional strategy concentrates on a loyal and distinguished creative image. Their social media platforms are crucial to their strategy, showing collections, a lifestyle associated with their products and styling inspiration. Collaborating with influencers attracts more young fashion conscious audiences, while pop-up experiences, such as the Forte dei Marmi Bar Golden Goose, involves customers in the brand's story and heritage. Personalized shopping experiences strengthen an emotional connection with its clients. These promotional strategies not only improve brand visibility but also build up its identity as a provider of an experiential unique luxury, through balancing storytelling with valuable products.

PLACE

Golden Goose has curated its physical presence reflecting their core brand identity. The London store on Dover Street is placed in Mayfair, a luxury retail hub frequented by fashion conscious high income consumers. The shop is located next to their competitors (Figure 34), but not on the same street guaranteeing visibility to consumers that prefer luxury retail destinations.

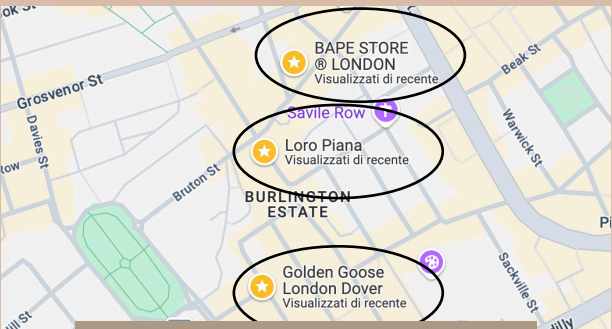


Figure 34: Golden Goose and competitors location in Mayfair's district, London (L Lorenzini, 2025)

PRODUCT

Golden Goose's product range is an example of luxury and craftsmanship. Their iconic distressed sneakers are known as a fashion statement, attracting eco conscious consumers and attracting trend conscious, who value authenticity and expressivity. Besides sneakers, their bags and clothing sustain the same philosophy of craftsmanship and individualism. The brand also intensify their appeal through customisation options provided in physical stores, like the "Co-Creation" and "Sneaker Lab" services. These services permit costumers to personalize their shoes, emphasizing their core authentic and self expression values. This interactive experience upgrades Golden Goose's products over simple fashion items, transforming them into creative expression and deeply personal identity.

Figure 34: Arrangement of Golden Goose's products (L Lorenzini, 2025)



GOLDEN GOOSE SHOP, DOVER STREET, LONDON

PERSONNEL

The store's staff is fundamental for Golden Goose, as they value their experience more than the product. They are trained to provide an attentive and personalised service, assisting consumers in finding the best product and guide them through customisation choices. They don't have a specific uniform, but they must wear a total Golden Goose outfit (see Appendix 3 for Golden Goose's worker). Staff was kind and professional, providing a positive attitude. This differ from competition, as Loro Piana personnel may appear unapproachable. Golden Goose's staff professionalism helps to create a memorable and nice experience for every customer. This human-focused approach fortify the brand's effort to create customer focused authentic experiences.



Figure 36: Shoes unusual placement on books in Golden Goose shop, Forte dei Marmi, Italy (L Lorenzini, 2025)

PRESENTATION

London's physical shop's presentation follows a unique "perfectly-imperfect" value through a different presentation of products. In physical stores, shoes are shown unusually, often placed on books or close to boards with possible customization ideas (Figures 35-36). This arrangement embodies their values of self expression and imperfection, resonating with creative and original beings. Such presentation differences in the competitive luxury market, offering a different experience that feels relatable and personal.



Figure 35: Board with customisation ideas in Golden Goose store, London (L Lorenzini, 2025)

DISTRIBUTION CHANNELS

PRODUCTION AND LOGISTICS

Golden Goose's products are crafted in Italy (Figure 37) demonstrating the company's effort to sustainability, artisanal craftsmanship and impeccable quality. Each product indicates strong attention to detail, balancing traditional techniques to modern Golden Goose's design. Once manufactured, the products are moved into their own centralised distribution hubs. These logistics are pivotal to manage inventory and guarantee an efficient distribution of goods based on the market's demand. This process authorise the brand to maintain their high prices while meeting the customer base's needs.



Figure 37: direct suppliers geographic distribution of Golden Goose. (Sustainability Report, 2023)



DIRECT DISTRIBUTION

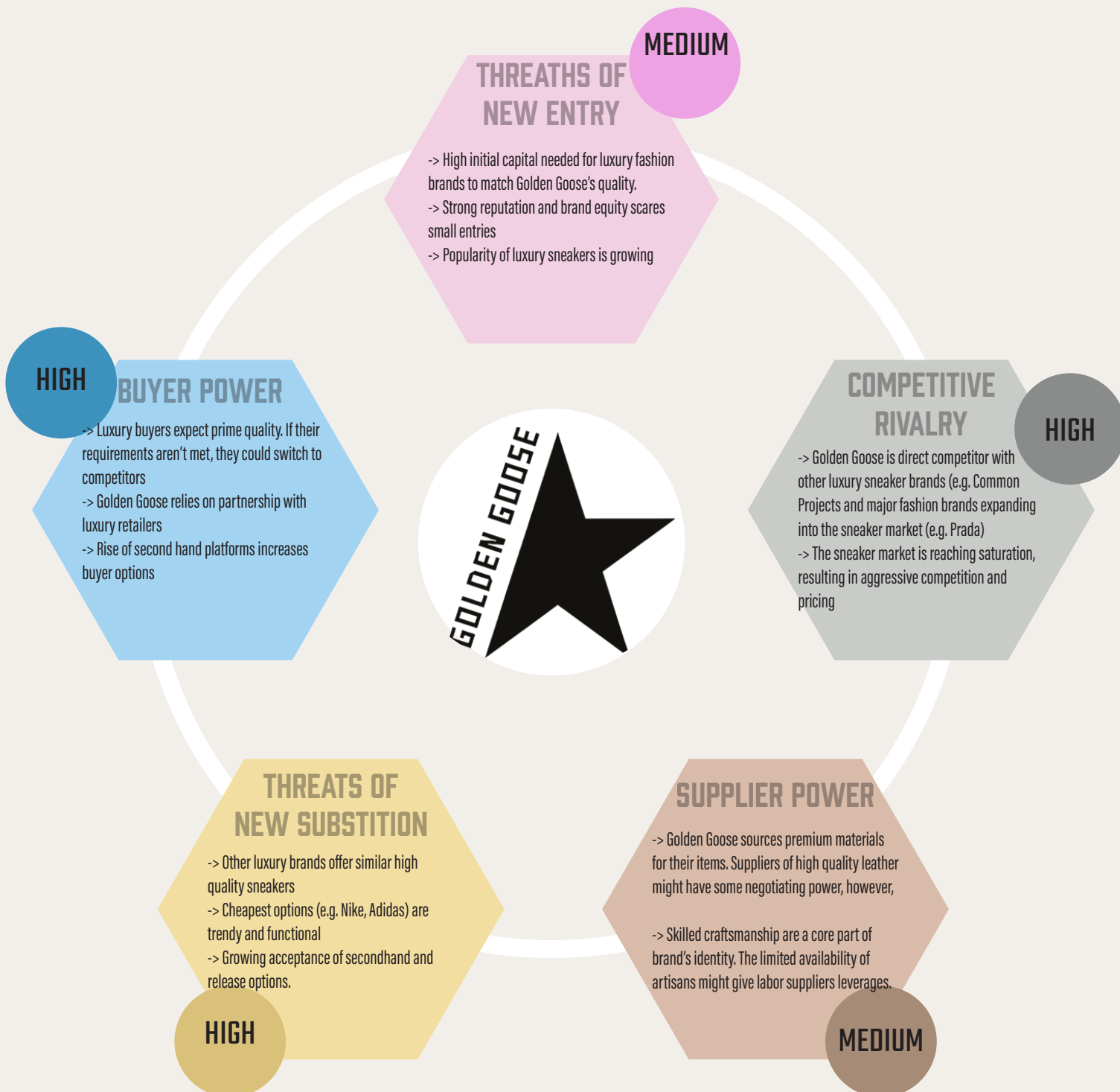
The brand's direct distribution guarantees a full control over the customer experience. Golden Goose operates over 200 stores worldwide, located strategically in luxury hubs (e.g. London, Dover Street), offering exclusive in store experience such as customisation. On the other hand, it's in their e-commerce platforms to accompain a good service, providing customers with easy access to their products or direct delivery. All while taking care of brand consistency across digital and physical platforms. This approach encourages the brand's premium identity and consumer engagement.



INDIRECT DISTRIBUTION

Golden Goose indirect distribution expands their customer base through selected wholesale partnership with luxury retailers or department stores. Through collaborations with high end names such as Seilfridges or Harrods, the brand guarantees its products are part of a premium environment that aligns with their value. These retailers manage customer interactions and local distributions, expanding Golden Goose's name in markets where it might be unknown. This strategy grants the brand to maintain exclusive while influencing the retail networks to access new markets and strenghten their global presence.

PORTER'S FIVE FORCES ANALYSIS



FUTURE POTENTIAL

SUSTAINABILITY INITIATIVES

Golden Goose Circular Economy

Golden Goose uses a circular economy in their brand strategy in order to be sustainable (Figure 38). Highlighted in their 2023 Sustainability Report, the "Forward Agenda" shows a systematical approach to environmental care and innovation, by still following the brand authentic values. This program is working thanks to their "Forward Stores", which improve the customer experience through their customization services and repair services. With over 24.000 refurbished products, these stores show a strong commitment to extend product lifecycles by repairing and reusing items, to reduce waste. Moreover, the brand decided to launch the Yatay Model 1B, a bio-based sneaker (Figure 39), emphasizing Golden Goose's innovation in sustainable materials and dedication to environmentally conscious design.

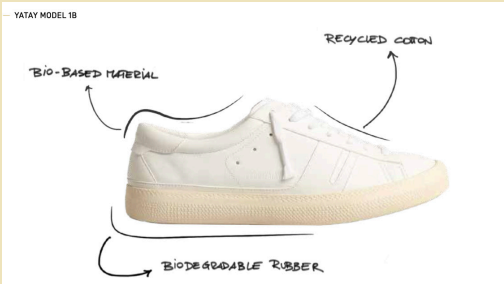


Figure 39: Golden Goose's Yatay Model 1B (Sustainability Report, 2023)

Their sustainability development goals match with the global efforts to reduce environmental impact while promoting ethical practices (Figure 40). Key objectives include accomplish full carbon neutrality, transitioning to 100% renewable energy, and using more bio-based materials. Projects such as the Yatay Lab motivate innovation in circular materials, while working with ethical organizations like the Leather Working Group guarantees transparency in raw materials. Through these efforts, the brand shows a commitment to meeting its sustainability goals and consolidating its position as a responsible luxury brand. By aligning its business model with these goals, the brand evolves consumer expectations and enhances brand equity, while working for a more sustainable fashion market.

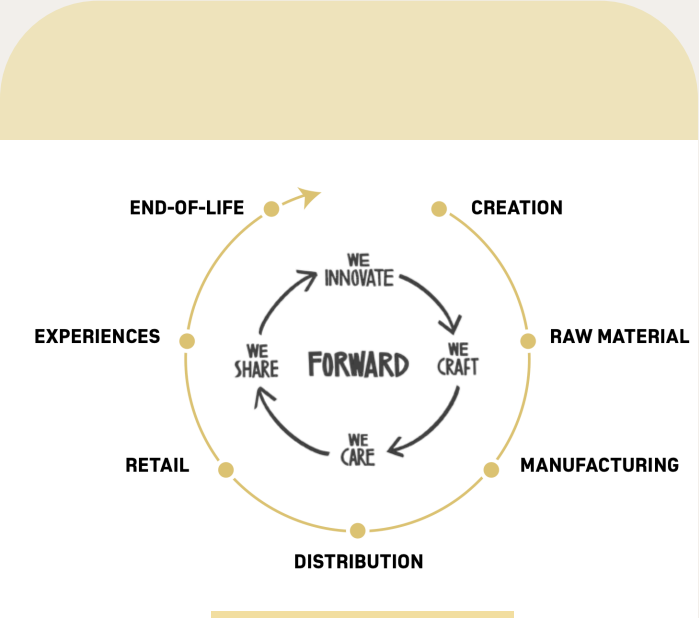


Figure 38: Golden Goose's Circular Economy (Sustainability Report, 2023)

3	HEALTH AND SAFETY	ISO 45001 certification of our occupational health and safety management system extended from corporate offices in Italy to all retail stores in Europe 2,262 hours of training on health and safety (H&S) delivered to employees in Italy and EMEA (+98% vs. 2022) 30 internal H&S audits conducted at retail stores in EMEA
5	EQUALITY	59% of management positions held by women 89% women-to-men total remuneration ratio (vs. 80% in 2022) and 90% women-to-men basic salary ratio (vs. 80% in 2022) Inclusive benefits for assisted reproduction treatments, pregnancy loss leave, parental leave, etc. 2,102 hours of training on unconscious bias and DEI delivered to our employees Whistleblowing Policy for the reporting of discrimination, harassment, or abuse in the workplace disseminated across the Company First GEISS certification obtained in Italy
8	SKILL DEVELOPMENT AND EMPLOYEE ENGAGEMENT	Over 30,000 hours of training provided to our employees to support their professional growth (+34% vs. 2022) Social Compliance Framework defined for our supply chain, with 164 audits of direct and indirect suppliers on social and environmental issues completed since 2022 Training on sustainability provided to a panel of key suppliers
12	ENVIRONMENTAL RESPONSIBILITY	2 new Forward Stores opened, supporting sustainable and restorative practices in fashion (over 17,000 items repaired since 2022) Launch of the Yatay Lab, our new laboratory focused on sustainable materials R&D Life Cycle Assessments (LCAs) completed for four of our product SKUs 95% of leather sourced from LWG-certified suppliers (of which 58% Gold-certified) Traced 90% of the leather and 94% of the cotton used in our collections 2,521 chemical tests conducted on raw materials (93% compliance rate) and 659 on finished products (95% compliance rate)
13	CLIMATE ACTION	Release of our Environmental Policy Emissions reduction targets (Scope 1, 2, and 3) validated by the Science Based Targets Initiative (SBTi) 100% of electricity consumption at our offices, stores, and production site globally derived from certified renewable sources Carbon Neutrality achieved in Italy (Scope 1 and 2) New project launched to quantify our impacts and dependencies on biodiversity and ecosystems in terms of land use, climate change, water stress, and pollution
17	COMMUNITY ENGAGEMENT	Renewed partnership with the UN Global Compact Around €80,000 donated to NGOs and charities 3-year partnership with the Fondazione TOG to support kids with disabilities Over 150 young talents educated on sustainability through workshops and speeches at universities and business schools

Figure 40: Golden Goose's Sustainable Development Goals (Sustainability Report, 2023)

TECHNOLOGICAL ADVANCEMENTS

"Golden Goose Passport" App

Golden Goose has an underutilized mobile app (Figure 42), created to build customer loyalty and amplify engagement. To improve app functionality the brand could introduce exclusive features, like limited edition drops, an early access to new collections or augment reality (AR) tools for sneaker customizations. This progress aim to position the app as a quick tool for brand interactions. Moreover, to increase the market, localized marketing campaigns could use targeted advertisement to sponsor the app downloads, by integrating the app into customer journey. Figure 41 shows the design of the app, which match the brand values, but could improve by introducing personalized sections, or VIP Access. By expanding its app promotion, Golden Goose would enhance its omnichannel strategy, and align with the digital habits of Gen Z and Millennials, creating a smooth brand experience more enjoyable than ever.

Figure 41: Golden Goose's App Screenshots available on App Store (App Store, 2025)

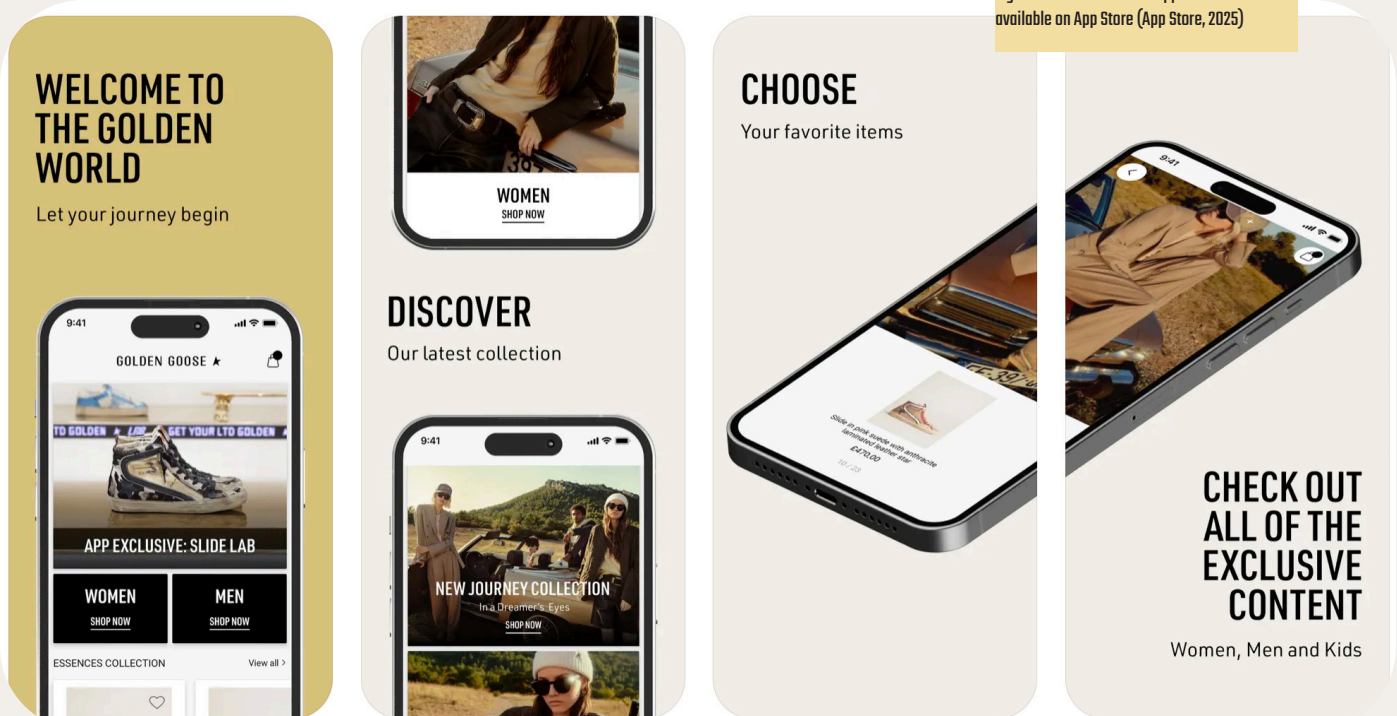


Figure 42: Golden Goose's App available on the App Store (App Store, 2025)

Further Technological Advancements

Golden Goose's possible investment in technological innovation could improve customer experience, without losing their authenticity and connection with their heritage. In-store AI-powered kiosk (Figure 43) are created to transform the shopping experience, and Golden Goose may use them to help customers find a certain product they are looking for or drawing a sketch of customization ideas. Moreover, it could also offer personalized styling options, motivating customers to buy other items to style their products. This integration of artificial intelligence can improve the brand's retail strategy, balancing exclusivity and convenience. Additionally, omnichannel integration guarantees a smooth connection between offline and online shopping granting customers to book in-store appointments or manage pick-ups easily. By using more technology, the company promotes deeper engagement and loyalty among its consumer base globally.



Figure 43: In-Store AI Powered Kiosk (Allerin, 2025)

GOLDEN GOOSE ★

GLOBAL MARKET DIFFERENCES

Balancing Global Target Audience

Golden Goose main marketing issue seems to be their different identity across Italy and international markets, leading to a different target audience abroad (look at Appendix 4 for an interview with a Golden Goose sales assistant in Forte dei Marmi, Italy). Internationally, Golden Goose attracts a customer base of Gen Z and Millennials. In contrast, within its domestic market, where the brand appeals to a younger demographic, principally Gen Alpha and Gen Z. The primary reason for this difference is rooted in distinct cultural dynamics. In its international shops based in cosmopolitan hubs such as London or Seoul (Figure 45) shops are designed in an urban style with classy visuals, appealing to an older generation. On the other hand, Italian locations shops are designed embodying an essential Italian lifestyle, (Figure 44) with vibrant colors and interesting pop-ups, appealing to families and younger customers who get attracted by the shop aesthetic. This differences result in a division between costumers internationally and in Italy. Aligning the international shops aesthetic with that of their home market might help unify the brand's identity across markets, attracting a more similar customer segment globally and promoting consistency.



Figure 44: Golden Goose shop in Taormina, Italy (Linkedin, 2024)

Figure 45: Golden Goose shop in Seoul, South Korea. (Linkedin, 2024)



Figure 46: Golden Goose customer in Milan, Italy. (Linkedin, 2024)

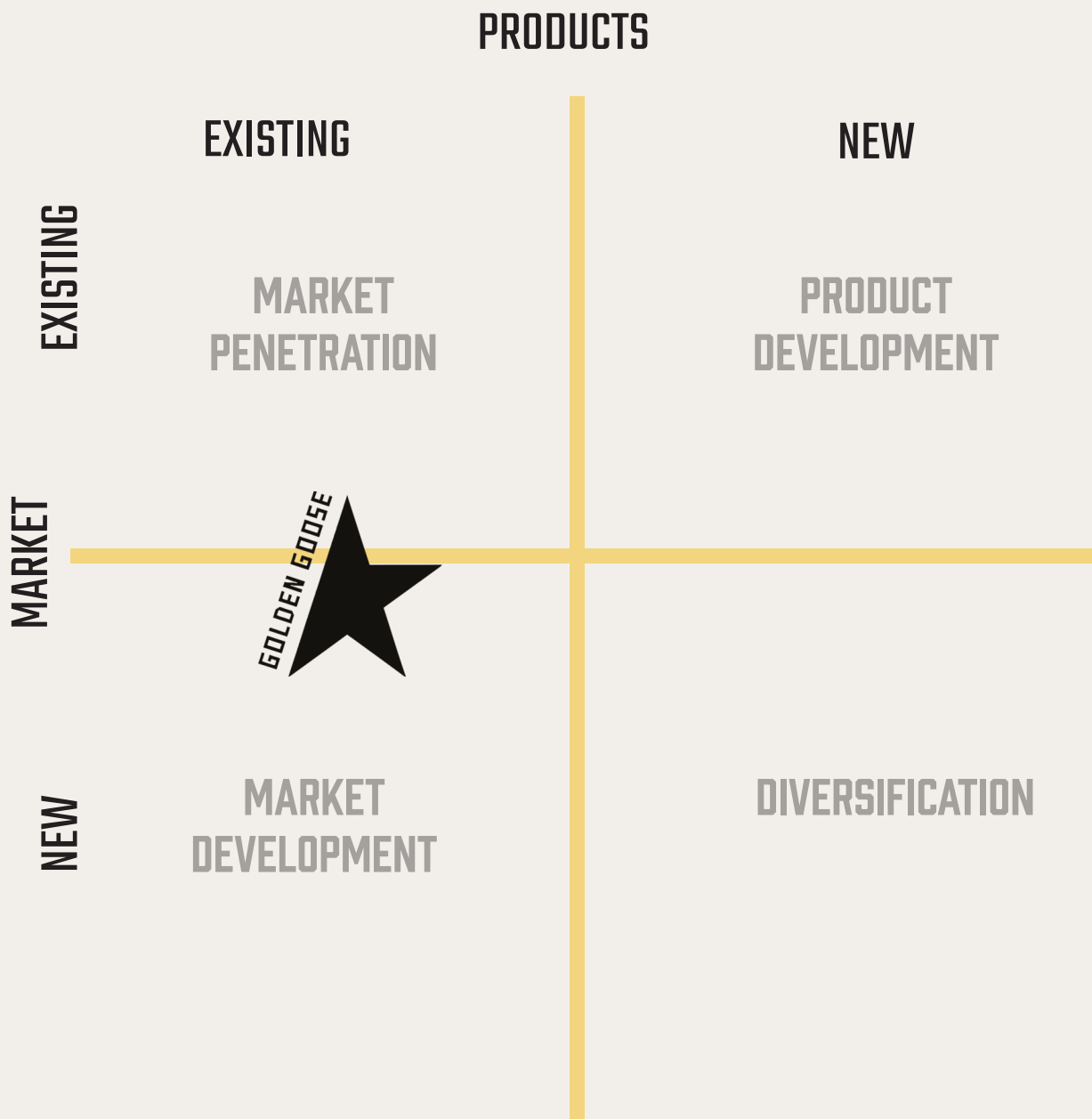


Figure 47: Golden Goose customers in Santiago, Chile. (Linkedin, 2024)

Addressing audience diversity

To break the gap between international and italian customer profiles, Golden Goose should apply strategies that celebrate shared brand values while accepting regional differences. Unified global campaigns could emphasize core brand ethos, such as self-expression and craftsmanship, while using messaging or visuals to resonate with local markets. For example, promotion in the UK might highlight exclusivity and modernity, while advertisements in Asia could concentrate on luxury and artsinal techniques. Another strategy might be cultural exchange events, such as pop-ups with italian artisans, promoting emotional connections with the brand by letting consumers interact with its heritage. Lastly, offering localized products, such as exclusive designs or colours for specific markets, the brand could strenghten its luxury positioning while attracting different tastes. By merging local relevance and global consistency, the company assures to remain inclusive in international and local markets.

ANSOFF MATRIX



Conclusion

Golden Goose's future potential centers in its ability to smoothly balance tradition, innovation and cultural adaptability. By improving its digital presence and addressing different consumer preferences, the brand could blossom in an evolving international market. Within the framework given above, Ansoff Matrix, Golden Goose's strategies essentially position the brand between market penetration and market development. Concentrating on amplifying engagement through the mobile app and merging marketing campaigns together associate with market penetration. At the same time, addressing audience diversity by cultural exchange events and localized products to reach new demographic segments supports market development. These possible marketing strategies will reinforce Golden Goose's luxury identity and align with the intentions of modern value driven by consumers. By promoting reliable yet adaptable brand experience, the company proves its potential to lead the interchange of luxury craftsmanship, sustainability and innovation on a global scale.

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APPENDIX

APPENDIX 1




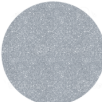
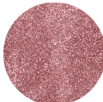


MAIN FONT

Aa Oswald

ALTERNATIVE FONT

Aa Simonetta

COLOR PALETTE



#EEBA2B

#C7CBB8

#934763

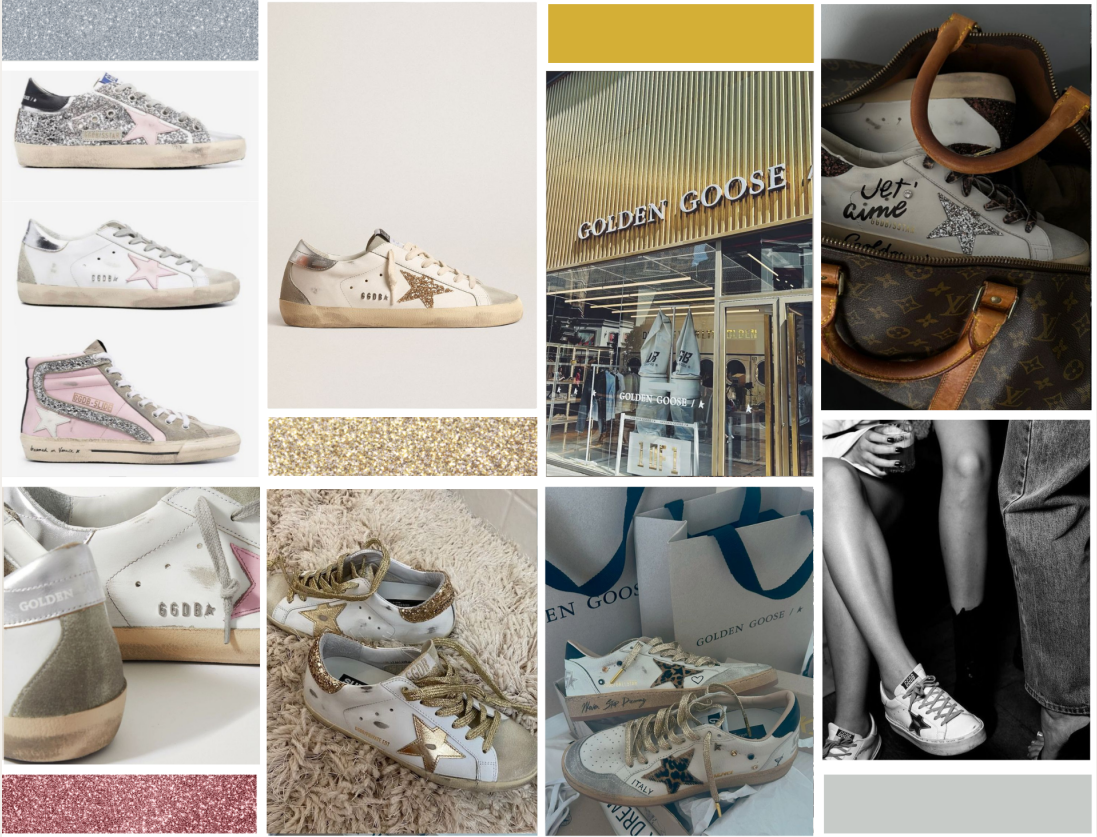
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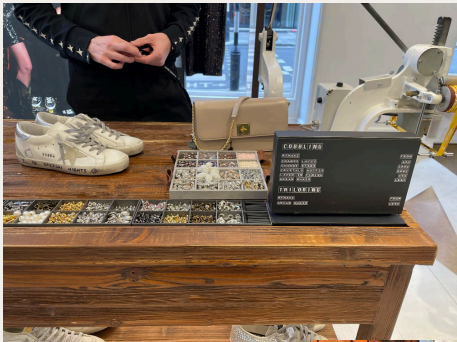
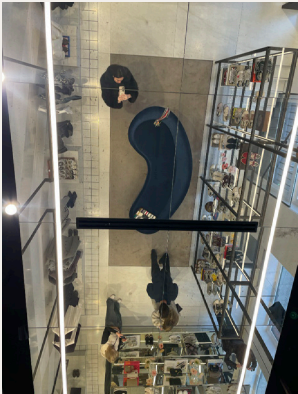
MISSION STATEMENT

“We strive for uniqueness, which for us is synonymous with authenticity. “

MOODBOARD INSPIRATION



APPENDIX 2



GOLDEN GOOSE ★

GOLDEN GOOSE ★

APPENDIX 3



APPENDIX 4

Me: Good morning, thank you for agreeing to answer my questions. What kind of customers usually frequent the Golden Goose store?

Employee: Good morning, thank you! In our store, the clients are mainly very young boys and girls, I would say in their mid-20s at most. They are mostly Gen Alpha and Gen Z, who are interested in our unique style and quality craftsmanship.

Me: Interesting. And what do customers find most attractive in your products?

Employee: Definitely the “Co-Creation service”, most of our consumers love customising their own shoes to enhance their creativity!

Me: Speaking of sustainability, what are the initiatives most requested by customers?

Employee: The ability to repair or customize sneakers is highly appreciated. This service not only prolongs the life of the product, but also allows customers to have a one-of-a-kind piece custom-made for them.

Me: Turning now to personnel, are employee uniforms specific?

Employee: Yes, we wear exclusively Golden Goose garments. This allows us to best represent the brand identity and create an authentic connection with our customers.

Me: Very interesting Regarding the hiring process, are employees selected through application or direct approach?

Employee: Generally, most employees submit an unsolicited application, but sometimes the board of directors contact people they believe can embody the brand values, especially for key roles.

Me: Thank you so much for taking the time and sharing this valuable information.

Employee: Thank you so much! It has been a pleasure.