

# NORDSTROM

**NORDSTROM CELEBRATES GOLDEN GOOSE'S 20TH ANNIVERSARY WITH EXCLUSIVE POP-UP SHOP AT ITS NEW YORK CITY FLAGSHIP**

*Retailer to Launch Golden Ready-to-Wear Collection and Archive Sneaker Collection at Select Nordstrom Stores and Nordstrom.com*



**NEW YORK (August 30, 2021)** -- Nordstrom is partnering with Golden Goose to celebrate its 20<sup>th</sup> Anniversary with an exclusive pop-up shop at its Nordstrom NYC Flagship as part of its revolving Center Stage platform. The pop-up, running from August 30 to September 19, invites customers to step into the Golden Goose universe and features the global preview of the brand's newly launched Golden Collection of ready-to-wear and accessories for women and men and its Archive Collection consisting of four reissues of iconic sneaker styles. In addition to the NYC Flagship, the Golden Collection will also be available at [Nordstrom.com](https://www.nordstrom.com) and select stores.

"The Golden collection is a timeless wardrobe, inspired from the past, lives in the present, and has eyes on the future. Garments that embody the values we praise and share: love, family, passion, authenticity, positivity and success" says Silvio Campara, CEO of Golden Goose.

The pop-up installation, located on the store's first floor, features vintage furniture, carpets and handcrafted items highlighting the brand's collective memories and inspiration from places around the world.

The shop offers the exclusive preview of the Golden Collection, a mix of dressed up and casual ready-to-wear and accessories for women and men, including jackets, blazers, dresses, sweaters, denim, track

jackets and joggers, shorts, t-shirts, hats and more. The collection epitomizes Golden Goose's values and the deepest essence of its DNA: Timeless, Uniqueness, Craftsmanship, and Lived-In.

Also available exclusively at the pop-up, Golden Goose selected some of its most cherished styles from its archive and brought them back to life, creating an exclusive capsule collection that celebrates its heritage in sneakers. The Archive Collection consists of four reissues of the brand's icons, including the Super-Star, Francy, Mid Star and Slide. These genderless sneaker styles are available in a limited quantity while supplies last and are only available in-store.

Customers can make their Golden Goose purchases truly unique with exclusive treatments and details through the Sneakers Maker co-creation experience. Golden Goose artisans will be on hand in-store to help personalize their special items through a selection of charms, crystals, studs and handwritten messages. The Sneakers Maker shoe, bag and denim customization is \$100 per item, and only a limited number of items can be personalized per day.

In addition to the NYC Flagship, elements of the pop-up and the Golden Collection will be available at the following locations:

- Nordstrom Bellevue Square in Bellevue, Wash.
- Nordstrom Michigan Avenue in Chicago, Ill.
- Nordstrom South Coast Plaza in Costa Mesa, Calif.
- Nordstrom Fashion Valley in San Diego, Calif.
- Nordstrom Scottsdale in Scottsdale, Ariz.
- Nordstrom at The Mall of Green Hills in Nashville, Tenn.
- Nordstrom Aventura in Aventura, Fla.
- Nordstrom Pacific Place in Vancouver, B.C.

[HERE](#) is a link to shop images, as well as product imagery.

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### **About Golden Goose**

[Golden Goose](#) is a collective founded on a passion for all things that are "perfectly imperfect," authentic and unique. Born in 2000, Golden Goose has become one of the most successful Italian brands of the last decade. High quality, attention to detail and the "lived-in" look are the distinctive features of Golden Goose. With the ambition of bringing the Italian "hand-made tradition" to the world, the brand perfectly merges artisanal craftsmanship and 'Made in Italy' manufacturing, creating outfits for every day that combine Italian wearability with an urban vintage flavor.

### **About Nordstrom**

At Nordstrom, Inc. (NYSE: JWN), we exist to help our customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve customers has been at the center of every decision we make. This heritage of service is the foundation we're building on as we provide convenience and true connection for our customers. Our digital-first platform enables us to serve customers when, where and how they want to shop – whether that's instore at more than 350 Nordstrom, Nordstrom Local and

Nordstrom Rack locations or digitally through our [Nordstrom](#) and [Rack](#) apps and websites. Through it all, we remain committed to [leaving the world better](#) than we found it.

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