

FW21 Campaign

Travel guide

Concept

Printed Travel Guide as catalogue: <https://www.goldengoose.com/it/it/stories/Travelguide.html>

To be sold in GG distribution channel

Our guides represent the testimony of the places that have ignited our imagination, as in a collection of the suggestions we had during our journey, the starting point that binds all our collections and allows us to create them.



TRAVEL GUIDE Argentina Issue 3

TRAVEL GUIDE Hokkaido Issue 1

TRAVEL GUIDE Texas Issue 2

Date & Location

- ITALY - Sicily
- MARCH 2021

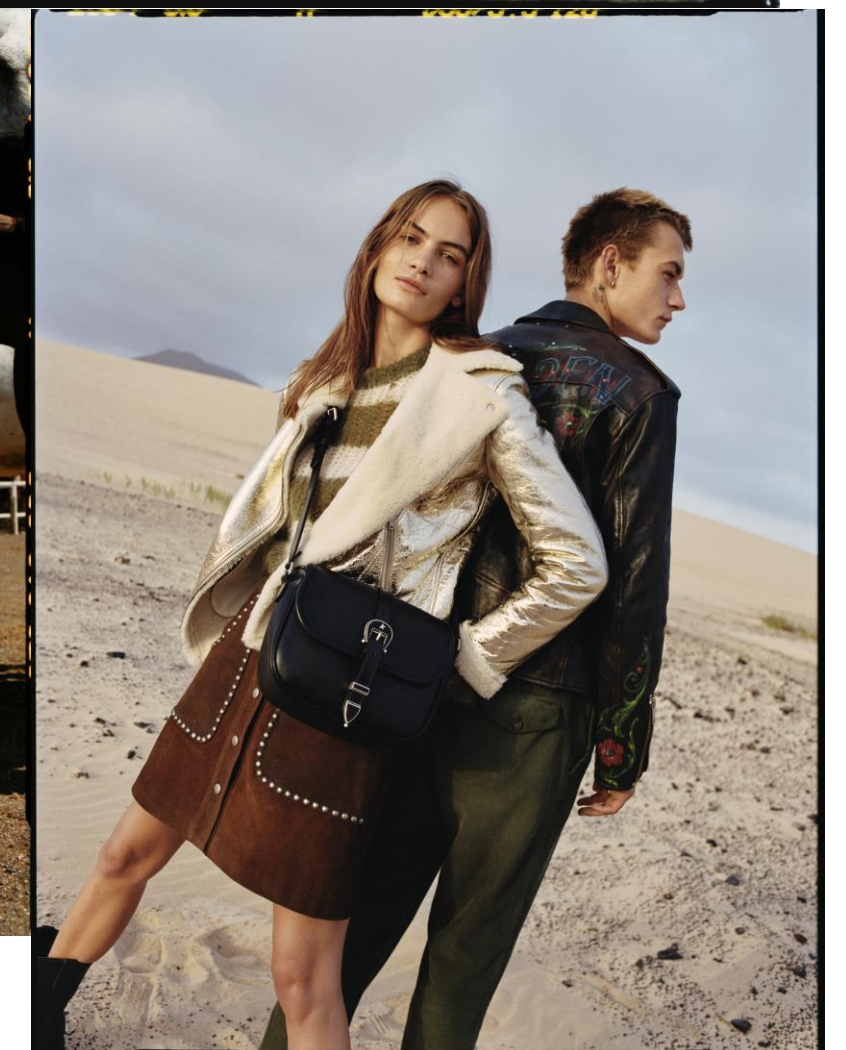


FW21 CAMPAIGN Travel Guide

Photographer

TBC

MATTEO MONTANARI
WSM Paris



GOLDEN GOOSE / ★

Usages

Usage Term: Period: (6) months (Start date begins upon date of first use in any media)
Territory: Worldwide

Usages: Unlimited use for

- All print
- Collateral and Marketing Materials
- Direct Mail Materials
- OOH*
- In-Store and POS/POP*
- Internet and paid and non-paid digital media (including but not limited to Golden Goose web site, third party websites and ecommerce; social media; online advertising (static/rich media); emails; digital applications)
- PR Materials and Events

In perpetuity: All social contents not removable after posting. Golden Goose website archive and retrospective.

***(2) month grace period after the rights to give Golden Goose time to take down any lightbox, installations, billboard, etc.**

Talents

2 COUPLES man+woman

All ethnies

ABILITIES / Special talents: characters need to be artists/musicians/dancers/actors/whatever –
NOT CONVENTIONAL FASHION MODELS

SNEAKERS SAMPLE SIZE

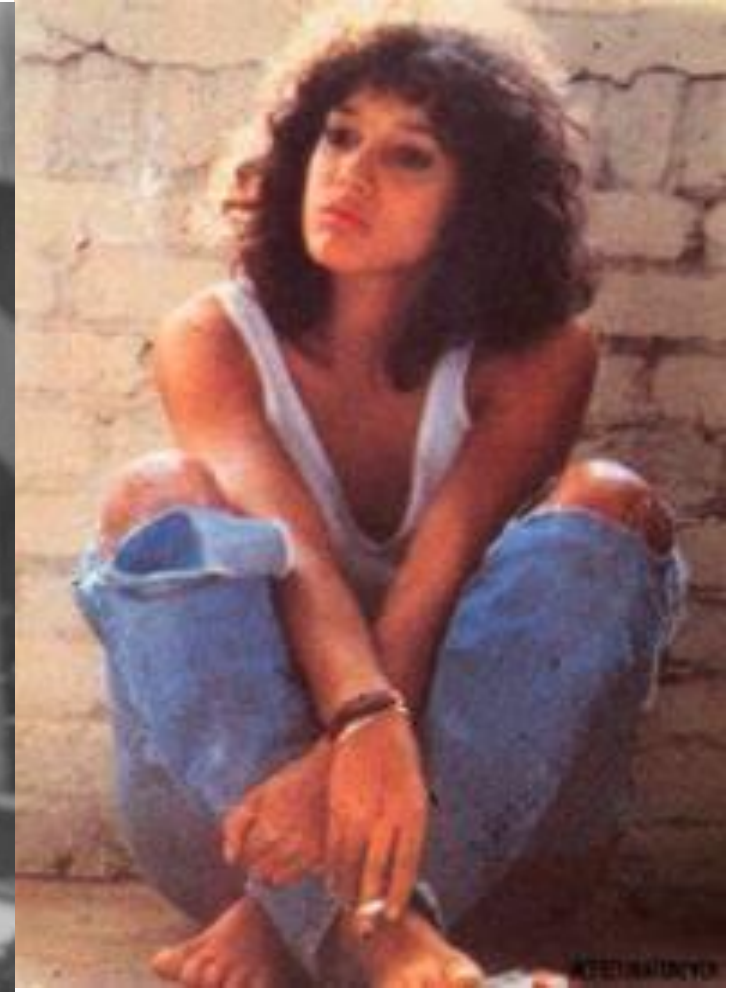
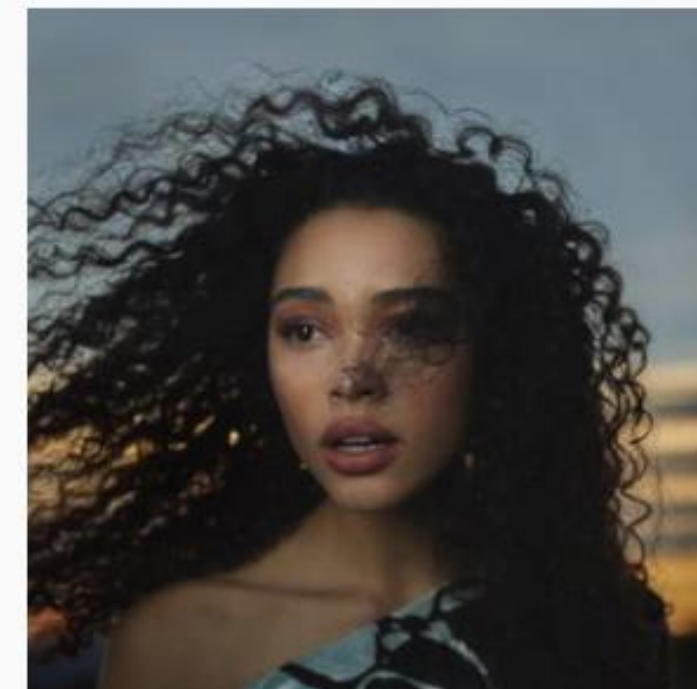
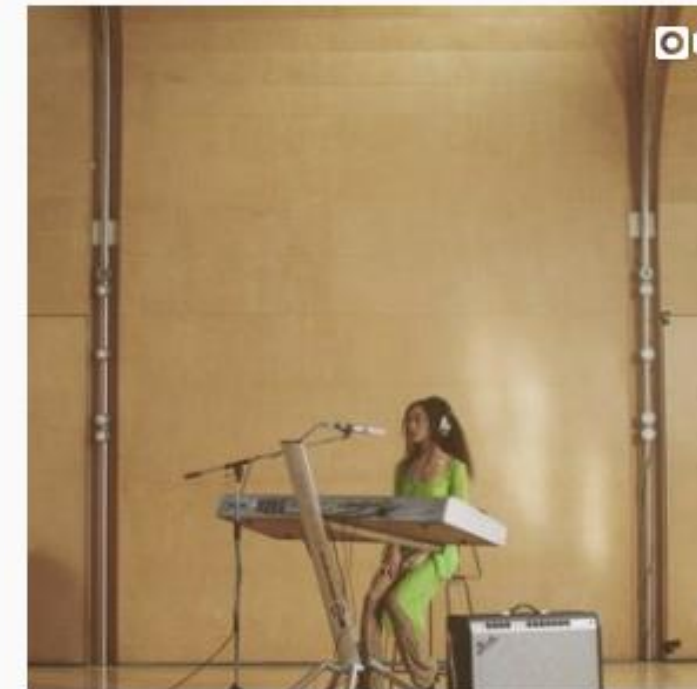
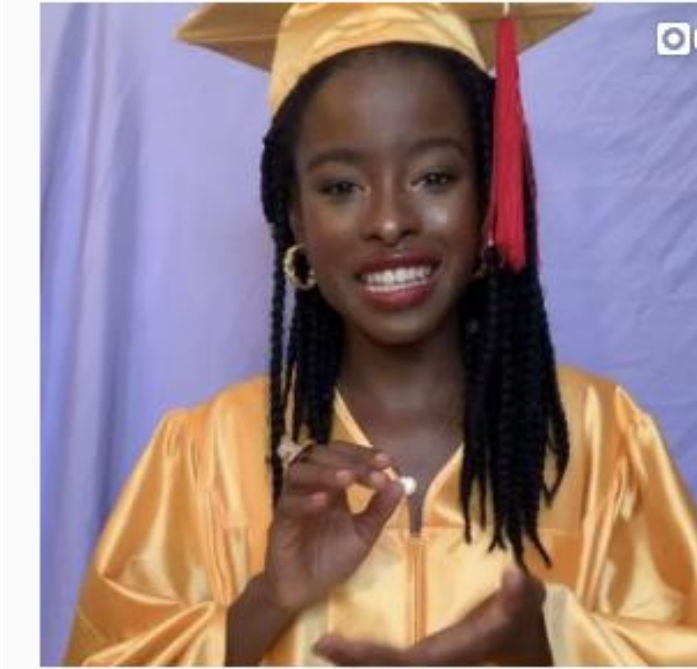
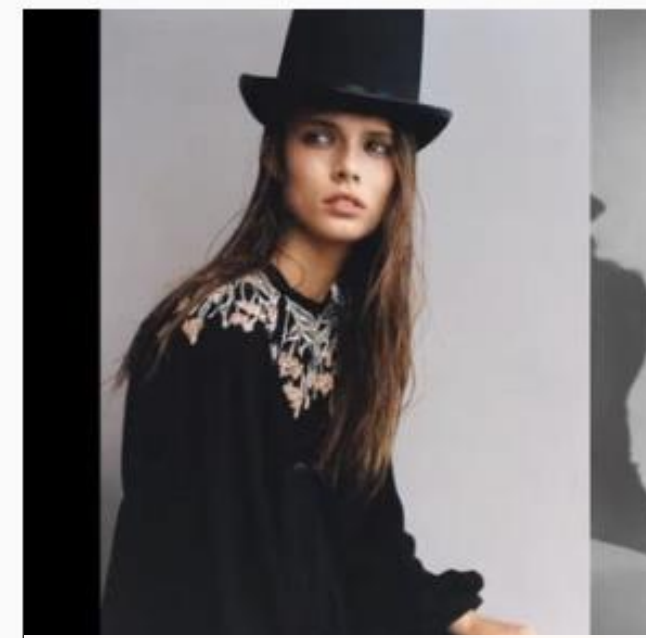
W 37-40

M 41-44

MATERIAL REQUIRED FOR TALENTS SUBMISSION:

- Polas
- IG link/account
- Video: nr. 1 introduction tape + nr. 2 skills demonstration tape

Talents moodboard



Thank
GOLDEN GOOSE **you!**