

GOLDEN'S GARMENTS CARE INSTRUCTIONS

GOLDEN GOOSE



Our mission is to create garments that are not just to be worn, but to be lived. We want them to become part of you, an extension of your personality, ready to accompany you on every daily adventure.

We select the best materials, to offer clothes that are resistant, long-lasting, with a lived-in soul. For us, lived-in is not just a style, but a philosophy of life that teaches you to honor every sign of time and every detail that tells who you are.

Taking care of what you love is the first step to making it last over time. Your Golden garments are traveling companions, and we want to help you take them far.

In this guide you will find **practical tips** for taking care of your Golden garments, preserving their beauty and ensuring that they continue to tell your story for a long time to come.



01 Usage

When wearing your garments, make sure you:

- handle them delicately, avoiding tugging, wrinkling or tangling them, so that they do not get damaged prematurely
- alternate the use of different items to allow them to “rest”, taking air between one use and the next, minimizing wear and the need for washing
- do not spray perfumes or other aggressive substances directly on the garment.

02 Washing

When washing, always follow these simple precautions:

- follow the instructions on the garment label, as they can really make the difference between an effective wash and a harmful one. In particular, always choose delicate washes where specified on the label
- don't wash your clothes too frequently. Washing can be a stressful event for your clothes: extend their life by avoiding unnecessary washing
- when possible, intervene on small stains to eliminate them locally, saving your garment from a machine wash. You will limit not only wear, but also energy consumption
- dark clothes are particularly susceptible to rubbing: washing them inside out in the washing machine can protect the exposed part from friction.
- before putting a sweatshirt or jacket in the washing machine, make sure to close all the zippers to prevent them from ruining other clothes and ruining themselves.



03 Drying

Even drying your clothes is a very delicate moment. To avoid mistakes, keep in mind that:

- the dryer makes your life easier, but it's better not to overdo it to avoid damaging your clothes
- use the dryer only if expressly indicated on the label
- the use of the dryer is not recommended for garments made of wool, silk, linen, leather, nylon, as well as garments with decorative inserts of sequins, studs, crystals, beads, etc.
- also pay attention to the drying rack: when you hang your clothes out to dry, in the sun or at home, make sure that the support surfaces are clean, to avoid transferring dust and dirt onto the freshly washed clothes
- the way you hang your clothes can have a significant impact on their shape. Particularly heavy items or those with elastic fibers can suffer deformations caused by the weight of the water and the consequent stretching of the stressed fibers. Use hangers with wide straps or place heavier and more delicate items on a horizontal surface
- remove your clothes from the drying rack as soon as they are completely dry. In the daily frenzy it can happen that you leave them hanging out for days and days, but this can be harmful both for your clothes and for your health. Over time, your laundry becomes a receptacle for dust, mites and mold and, when hung outside, also for pollen and air pollutants. These accumulations, in addition to ruining the fabrics, can cause dermatological problems
- before putting your clothes away in the closet, it is better to wait until they are perfectly dry, to avoid deforming them, but also to keep mold and bacteria away from your clothes.



04 Storage

While you wait to wear your favorite clothes again, take care of them by storing them properly:

- thin hangers (and gravity) are the enemy of heavy sweaters and knitwear, as they tend to deform them: choose hangers with broad shoulders or, better yet, fold and store your heavier sweaters in the closet
- it is best for wool sweaters to be folded and stored away carefully
- always fold your clothes according to the seams and folds to preserve their integrity and shape
- viscose or silk shirts, on the other hand, need hangers with velvet blocks or ends to create the friction necessary to prevent them from deforming or falling
- make sure that the places where you store your clothes are dry, clean and ventilated to prevent the proliferation of bacteria and mites
- at each change of season, put the clothes that you will not wear for a while in cotton bags to preserve them in the best possible way, away from dust. You can also apply a mothproof product to your sweaters to protect them until the next season.



Take advantage of the time you spend caring for your Golden Goose item to stop and appreciate its features and design, and let every detail make you relive the adventures that have enriched your life. If they have left a mark, it means they were worth living.

For everything else, there are our **Forward Stores**.



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