

# **GOLDEN'S SNEAKERS CARE INSTRUCTIONS**

**GOLDEN GOOSE**





BRAUN

Designed to Keep

popart style

ASSOULINE



## 01 How to extend sneakers' life

According to the lived-in philosophy, every sign of time is a memory of a life lived to be worn imprinted on the skin with pride. However, we know that wear and bad weather will put your shoes to the test. Golden sneakers are designed to resist external agents, but you can give a significant contribution to extending their life and continuing to collect memories by wearing them.

A **conscious use** and a **few precautions** make the difference in preventing deterioration that, in the long term, negatively affects the performance and longevity of your footwear.

Even the best travel partner needs the right attention to maintain its high performance.

Follow these **simple tips** and allow your sneakers to travel more miles, together.

- use sneakers only as they were designed to. Your Golden sneakers will support you in your everyday adventures, while the stresses of running and, more generally, sports, could ruin them
- put them on and take them off gently and loosen the laces sufficiently. By doing so, you will avoid damage caused by repeated excessive pressure on the laces, heels and back of the shoe, maintaining the original shape and fit of the shoe
- outside of daily use, avoid prolonged exposure to heat sources, which can damage the glue and midsole and alter their performance and comfort
- air out your shoes and make sure they are dry before storing them. Choose a dark, cool, dry place to store them, such as a closet or shoe rack. Avoid storing them in garages, basements, or other places where they could be exposed to humidity and very high or low temperatures
- avoid wearing them in the rain or on wet surfaces. Water could damage the material and compromise the structure of the shoe, which is handcrafted with hand gluing. Always protect your sneakers from water and humidity to keep them in perfect condition
- do not stack your pairs of shoes, but place them side by side to prevent the weight from deforming them
- insert some crumpled paper without ink inside the shoe to preserve its shape, especially if you do not intend to wear them for some time. For leather sneakers this can make the difference.



## 01 How to clean your sneakers

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Most Golden sneakers are designed not to need frequent washing and are made with the lived-in effect to be lived fully and without scruples.

However, if you want to give them a new life or leave behind some memories, you can restore their unmistakable style and original grit in a few simple steps.

Here, then, is a **short guide to the ordinary cleaning** of Golden Goose sneakers.

- do not wash Golden Goose sneakers in the washing machine. Sneakers are not designed to be machine washed. The use of aggressive detergents and spin cycles can damage the footwear. We also advise against immersion, whether brief or prolonged, in hot or cold water, which can ruin the leather of the upper, leaving marks and shapes that are not part of their history. We therefore recommend that you always prefer manual cleaning with delicate detergents
- be wary of home remedies in favor of products designed specifically for them, such as those in our **cleaning kit**
- place crumpled newspaper inside the shoe before cleaning. This will help the shoe maintain its contoured shape and make cleaning easier
- hand wash the laces with a mild detergent (e.g., hand soap), rinse them thoroughly, pat them dry with a soft cloth (we recommend our Microfiber cloth) and hang them out to air dry, making sure to maintain their flat shape
- wash the sole and midsole by gently rubbing them with a soft bristle brush (or a toothbrush) and a neutral detergent and dry them with a soft cloth. You can do the same with the insoles, making sure they are completely dry before putting them back in
- let the shoes air dry at room temperature for as long as necessary before wearing them again. Do not try to speed up drying with a hair dryer or by placing them on a turned-on radiator.





Cleaning the upper requires special attention since different materials and characteristics may require specific measures.

### **Leather**

Leather shoes have particular need for ventilation. Avoiding wrapping them in anti-perspirant materials, such as plastic bags, will prevent the formation of mold and the proliferation of bacteria. It is good practice to leave leather or suede shoes in the air for a few hours after each use. This allows them to dry naturally, removing residual traces of humidity, improving their hygienic conditions and preventing bad odors. When performing extraordinary cleaning, avoid abrasive brushes and aggressive soaps, choosing instead delicate ad hoc products, such as our Cleaner brush to be combined with the Cleaner liquid detergent.

### **Glitter, Swarovski and pearl details**

Glitter, Swarovski and pearl details add light and sophistication to Golden Goose sneakers. If the sneakers are embellished with special inserts, we recommend treating them with the utmost care and attention. Being very delicate, they are naturally susceptible to rubbing and contact with abrasive or sharp surfaces can leave marks and scratches. To restore their shine, all aggressive cleaning products should be banned. Simply use a delicate, lint-free cloth (microfiber ones are the most suitable) to slightly dampen and dab, without rubbing, the inserts until all dirt and dust are removed.

### **Suede**

Suede is a material with a timeless charm, but also particularly delicate. The best way to take care of it is to remove dust and dirt with a brush before it accumulates.

By choosing our rubber Reviver brush, you can keep your suede sneakers in perfect order without having to resort to 'shock' treatments.

The water-repellent Protector spray by Golder Goose comes to the rescue by preventing the formation of liquid stains on the surface of the upper.

### **White shoe inserts**

Timeliness is a friend of white shoes: acting immediately on fresh stains will make it easier to remove them and obtain a better final result.

Even water-repellent sprays, such as our Protector, are excellent allies in protecting white shoes from dirt.

It is not recommended to use household remedies and products, such as vinegar, toothpaste, bleach and ammonia, which can be too aggressive and ruin Golden sneakers.

In case of particularly stubborn dirt, it is best to rely on specific cleaning products for white shoes, such as those in our cleaning kit. Even the magic eraser for sneakers can intervene on the most difficult stains while preserving the integrity of the footwear. To reach the smallest and most insidious corners, it is useful to use a brush or a toothbrush – strictly soft.





Take advantage of the time you take care of your Golden Goose sneakers to stop and appreciate its features and design, and let every stain and halo make you retrace the adventures that have enriched your life.

If they have left a mark, it means that they were worth living. For everything else, there are our **Forward Stores**.



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