

APPAREL AND ACCESSORIES

Swarovski, Golden Goose collaborate on crystal-embellished sneakers and skateboard

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Swarovski and Golden Goose collaborate to create Golden Goose SuperStar and a crystal covered skateboard. Image credit: Golden Goose

By LUXURY DAILY NEWS SERVICE

Austrian crystal workshop Swarovski and luxury fashion brand Golden Goose have released a fusion project, resulting in bedazzled sneakers and skateboards covered in crystals.

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Crafted according to Italian luxury standards, a new footwear capsule features elements from both brands. The sneakers are modeled after Golden Goose's signature style and are covered in Swarovski crystals, while embellished skateboards are shaped with the Golden Goose Flag in mind.

All that glitters

Capsule sneakers have arrived in two varieties: one with white crystals and one that is covered in pink detailing. Both are extremely limited, as there are only 100 pairs and 250 pairs going live, respectively.

White pairs from the collaboration will be available to buy on the website and in stores at both Golden Goose and Swarovski, going for \$2,320 on the [Golden Goose website](#). The pink pairs are the same price, while the skateboard will retail for \$6,300.

Swarovski and Golden Goose are also distributing skateboards via the limited-edition structure, making just 10 available for purchase. Customers can score the capsule item on the [Swarovski website](#).

At the center of this collaboration is Los Angeles skater culture.

Golden Goose's mascot star was inspired by the skatepark at Venice Beach. Capsule footwear is the first from [Golden Goose](#) to feature the motif.

Between the skateboard and the iconography of the shoes, the southern California spirit is strongly present, with Swarovski adding a luxurious touch to the mix.

Since its founding in 2000, the Italian brand has paid homage to California through its old-world craftsmanship,

spreading this intersection of cultures globally. Today, there are 160 shops worldwide.

Swarovski's brand brings a high level of cultural heritage to the table, resulting in pieces that reflect the laid-back attitude of Southern California and the refined aesthetic of Alpine Europe.

The mini collection comes with the holiday gifting season, making it a timely release for the two brands.

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