

February 26, 2025



Danish Footballer Matt O'Riley Joins Team Skechers

Danish National Team and Brighton & Hove Albion F.C. Superstar Competing in Skechers Football Boots

COPENHAGEN, Denmark--(BUSINESS WIRE)-- Skechers brings more strength to the pitch by adding the first Danish footballer to its team with Matt O'Riley—creative all-round midfielder for the Danish National Team and Premier League team Brighton & Hove Albion. Known for his technical ability and vision, O'Riley is already competing in the Skechers Razor 1.5 Elite—the lightweight speed boot for players who want amazing fit, feel, and touch on the pitch. He will also appear as the face of Skechers Football in multiplatform marketing campaigns in Denmark.



“While adjusting to my new challenge of the Premier League at the start of this season, I discovered that Skechers has the most comfortable and high-performance boots with the stability I need for my game,” said Matt O’Riley. “I’m really excited to showcase Skechers Football to fans in Denmark while representing the brand on the pitch in all my matches—for Brighton and the Danish National Team.”

Brighton & Hove Albion midfielder Matt O’Riley signs with Skechers and now competes in Skechers Razor 1.5 Elite FG boots (Photo: Business Wire)

“As an exciting young player, Matt O’Riley already has a significant track record at the top level, both on the National Team and in

the Premier League. With a bright future ahead, it’s the perfect time to officially bring him onto Team Skechers as our first elite football player in Denmark,” added Peter Jørgensen,

Country Manager of Skechers Nordic. “We believe he fully aligns with the brand’s profile and will help players across Denmark discover Skechers Football and the signature Comfort That Performs offered by our boots.”

Matt O’Riley began his football career at Fulham’s academy at the age of eight and made his first-team debut with Fulham in 2017. He joined Milton Keynes Dons in January 2021, where he impressed and was named EFL’s Young Player of the Month in November 2021. In January 2022, he moved to Celtic, playing a key role in multiple league titles with his performance attracting interest from Premier League teams where he signed a five-year contract with Brighton & Hove Albion in August 2024. Internationally, O’Riley has represented both England and Denmark at the youth level and made his senior debut for Denmark in November 2023.

The Skechers Football range spans three Elite styles for men and women including the new Electrum Pack. The **Skechers Razor** is a lightweight speed boot with an explosive track-inspired design to maximize acceleration and energy return. It features a carbon-infused soleplate for responsive power and agility during play. The **SKX_01** is ideal for striking the ball with a custom last meticulously crafted to optimize comfort and deliver a perfect fit for enhancing touch on the field. Both boots are available in standard low-profile with the SKX_01 also available in a high-top version.

In addition to the Elite styles, Skechers also offers a line of Academy boots perfect for all levels of play with maximized performance and comfort, as well as Youth and Kids boots for the next generation of players who want to emulate their favourite stars, featuring an adaptable fit and enhanced comfort in every pair. Both ranges are available in firm ground and turf styles.

Skechers Football launched at the start of the 2023/24 season when the brand signed Bayern Munich striker Harry Kane as the first pro to compete in the boot. Skechers has since expanded its roster with several elite athletes including winger Baris Alper Yilmaz from the Turkey National Team, West Ham United and Ghana National Team winger Mohammed Kudus, Real Betis midfielder Isco Alarcón, Nottingham Forest and Swedish National Team forward Anthony Elanga, Arsenal and Ukrainian National Team defender Oleksandr Zinchenko, as well as additional men’s and women’s professional athletes globally.

Beyond football, the Skechers team of elite athletes competing in the brand’s performance footwear includes basketball stars Joel Embiid, Julius Randle, Terance Mann, Norman Powell, Jabari Walker and Rickea Jackson; golfers Matt Fitzpatrick and Brooke Henderson; pickleball pros Tyson McGuffin and Catherine Parenteau; and Major League Baseball players Clayton Kershaw and Aaron Nola, among others.

The Skechers Football collection is available at Skechers websites, selected Skechers retail stores, as well as specialty football retailers worldwide, including Unisport. Football fans can get behind-the-scenes access to Skechers Football product launches and more by following @skechersfootball on [Instagram](#) and [TikTok](#).

About SKECHERS U.S.A., Inc.

Skechers (NYSE:SKX), The Comfort Technology Company® based in Southern California, designs, develops and markets a diverse range of lifestyle and performance footwear,

apparel and accessories for men, women and children. The Company's collections are available in 180 countries and territories through department and specialty stores, and direct to consumers through [skechers.com](https://www.skechers.com) and approximately 5,300 Skechers retail stores. A Fortune 500® company, Skechers manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), and [TikTok](#).

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements may include, without limitation, Skechers' future domestic and international growth, financial results and operations including expected net sales and earnings, its development of new products, future demand for its products, its planned domestic and international expansion, opening of new stores and additional expenditures, and advertising and marketing initiatives. Forward-looking statements can be identified by the use of forward-looking language such as "believe," "anticipate," "expect," "estimate," "intend," "plan," "project," "will," "could," "may," "might," or any variations of such words with similar meanings. Any such statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected in forward-looking statements. Factors that might cause or contribute to such differences include the disruption of business and operations due to the COVID-19 pandemic; delays or disruptions in our supply chain; international economic, political and market conditions including the effects of inflation and foreign currency exchange rate fluctuations around the world, the challenging consumer retail markets in the United States, and the impact of wars, acts of war and other conflicts around the world; sustaining, managing and forecasting costs and proper inventory levels; losing any significant customers; decreased demand by industry retailers and cancellation of order commitments due to the lack of popularity of particular designs and/or categories of products; maintaining brand image and intense competition among sellers of footwear for consumers, especially in the highly competitive performance footwear market; anticipating, identifying, interpreting or forecasting changes in fashion trends, consumer demand for the products and the various market factors described above; sales levels during the spring, back-to-school and holiday selling seasons; and other factors referenced or incorporated by reference in Skechers' annual report on Form 10-K for the year ended December 31, 2023 and its quarterly reports on Form 10-Q in 2024. Taking these and other risk factors associated with the COVID-19 pandemic into consideration, the dynamic nature of these circumstances means that what is stated in this press release could change at any time, and as a result, actual results could differ materially from those contemplated by such forward-looking statements. The risks included here are not exhaustive. Skechers operates in a very competitive and rapidly changing environment. New risks emerge from time to time, and we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Given these risks and uncertainties, you should not place undue reliance on forward-looking statements as a prediction of actual results. Moreover, reported results should not be considered an indication of future performance.

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Source: SKECHERS U.S.A., Inc.