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# First European Performance-Focused Skechers Store Opens in Belgium

*The new retail destination in Ghent showcases the Company's extensive performance range including Skechers' innovative football, running, golf, basketball and pickleball technologies*

WAALWIJK, Netherlands--(BUSINESS WIRE)-- Following the opening of Skechers' first performance store in Canada earlier this year, the global brand is exporting the innovative retail format to Europe with a newly opened store in Ghent. At the store on the city's famed Veldstraat, consumers can try the latest product from The Comfort Technology Company®, including its tech performance footwear worn by leading athletes across sports and renowned lifestyle innovations like Skechers Hands Free Slip-ins®.



"Skechers Performance has been a game-changer with our advancements and comfort features, as elite pros sign up to play and win in our product on the pitch, court, and green," said Michael Greenberg, president of Skechers. "We opened our first-ever performance flagship store in Canada in January to huge fanfare—a new concept with our latest performance product gallery in Ghent. This will

Skechers has opened the Company's first Skechers Performance-focused store in Europe on Ghent's Veldstraat in Belgium—a retail space complete with the brand's extensive offering including its renowned football, running, golf, basketball and pickleball technologies.

enable more athletes and enthusiasts to discover our signature comfort that performs, alongside consumers of every age who wear our lifestyle product."

Designed to offer a complete Skechers experience, the new 7,700+-square-foot store at Veldstraat 94 will showcase the brand's extensive offering of footwear, coordinating apparel and accessories, supported by specialists and educators. Surrounded by state-of-the-art digital LED screens, the modern architectural space will showcase Skechers' commitment to product for all walks of life and interests.

Consumers can shop the Company's signature innovations like Skechers Hands Free Slip-

ins® Technology, Skechers Glide-Step® Technology, Skechers Hyper Burst Pro™ Technology, Skechers Performance FitKnit® Technology, Skechers Arch Fit® Technology, Skechers Max Cushioning® Technology and Skechers Air-Cooled Memory Foam® Technology. The store also features Skechers' specialized football, running, golf, basketball and pickleball collections.

"Located on a pedestrianized street trafficked by eight million visitors each year, our new store in the heart of Ghent is an ideal space for locals and tourists to experience our popular Glide-Step® and new Skechers Cozy Fit™ styles as well as football boots worn by elite athletes," said Maurice van Berkel, general manager of Skechers USA Benelux B.V. "Consumers in Belgium are familiar with our brand and its comfort—and with this store joining our current locations in Brussels, Antwerp and other destinations, we now have a retail presence in our three largest cities and beyond—offering more access than ever to the product portfolio that Skechers is known for around the world."

Skechers' global roster of elite pros competing in Skechers footwear includes KAA Gent attacking midfielder Max Dean as well as football players Harry Kane, Isco Alarcón, Mohammed Kudus, Matt O'Riley, Niccolò Pisilli, Misa Rodríguez, Oleksandr Zinchenko and Barış Alper Yılmaz among many others; basketball stars Julius Randle, Norman Powell, Terance Mann, Joel Embiid, Rickea Jackson and Kiki Iriafen; golfers Matt Fitzpatrick, Brooke Henderson and Bernhard Langer; pickleball pros Tyson McGuffin and Catherine Parenteau; Indian Premier League cricket stars Jasprit Bumrah, Ishan Kishan and Yastika Bhatia; and baseball players Clayton Kershaw, Chris Taylor, Brendan Donovan, Aaron Nola, Wade Miley and Jake Burger.

The new Skechers store joins eight retail locations across Belgium, with an additional location opening in Messancy this summer. Consumers can also shop at [Skechers.be](https://www.skechers.be) and [Skechers.be/fr](https://www.skechers.be/fr) and leading retailers across the country.

#### **About Skechers U.S.A. Benelux B.V. and Skechers U.S.A., Inc.**

Skechers USA Benelux B.V. is a subsidiary of Skechers U.S.A., Inc. (NYSE:SKX), The Comfort Technology Company® based in Southern California. Skechers 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 more than 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](https://about.skechers.com) and follow us on [Facebook](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers) and [YouTube](https://www.youtube.com/skechers).

*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, tariffs 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, 2024 and its quarterly reports on Form 10-Q in 2025. 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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