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Skechers Hits New York Fashion Week Runways

The iconic Skechers D'Lites footwear collection appears on the runway at seven NYFW shows

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Models walked the runways at seven New York Fashion Week shows this season in Skechers styles from the global footwear brand's iconic and retro Skechers D'Lites line. Declared the "It Shoe of 2018" earlier this year by *Hypebae*, the chunky sneaker style paired perfectly with an eclectic assortment of designer fashion activewear and swimwear collections for Spring/Summer 2019.



Skechers D'Lites on the DFBK: Defend Brooklyn runway during New York Fashion Week. Image courtesy of Getty Images.

"Skechers is the original chunky sneaker dating back nearly two decades, and we love that so many designers are choosing to coordinate Skechers D'Lites with their new collections," said Robert Greenberg, Skechers chief executive officer. "From influencers around the globe to fashion press to the runways this week, Skechers D'Lites is in-demand and on-trend with a uniquely Skechers level of comfort that people love."

The seven shows that featured models wearing Skechers D'Lites include: Hardware LDN, FTL Moda, Mery Playa by Sofia Resing, Tumbler and Topsy by Michael Kuluva, DFBK: Defend Brooklyn, Bonnie Bouche by Angela Simmons, and #Unfiltered by Jessica Abo.

Styles from the collection worn this week include the classic black and white Skechers D'Lites – Biggest Fan as well as select colorways from the Skechers D'Lites X *One Piece* collaboration with the acclaimed anime series.

Skechers pioneered the chunky sneaker look two decades ago with the Skechers Energy for men and women as well as the

Skechers Stamina for men. The style evolved and the Company introduced Skechers D'Lites—a lighter version of its original style—in 2007. Though the collection has always had a dedicated consumer base, popularity accelerated across Asia over the last two years after

regional marketing included K-Pop groups. The collection has since been featured on the fashion editorial pages of *Elle*, *Marie Claire* and *GQ*, among others. And in 2017, the Company relaunched an even lighter update of Skechers D'Lites in celebration of its ten-year anniversary.

About Skechers USA, Inc.

SKECHERS USA, Inc., (NYSE: SKX) based in Manhattan Beach, California, designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. SKECHERS footwear is available in the United States and over 170 countries and territories worldwide via department and specialty stores, 2,715 SKECHERS Company-owned and third-party-owned retail stores, and the Company's e-commerce websites. The Company manages its international business through a network of global distributors, joint venture partners in Asia and the Middle East, and wholly-owned subsidiaries in Canada, Japan, throughout Europe and Latin America. For more information, please visit www.skechers.com and follow us on Facebook (facebook.com/SKECHERS), Instagram (Instagram.com/SKECHERS) and Twitter (twitter.com/SKECHERSUSA).

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SKECHERS USA

Jennifer Clay, 310-937-1326

jennnc@skechers.com

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