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# Skechers Brings Comfort Home With Martha Stewart

LOS ANGELES--(BUSINESS WIRE)-- Skechers, The Comfort Technology Company™, is whipping up excitement for its collections with Martha Stewart. The legendary lifestyle icon is giving Skechers her signature flair in a humorous [commercial](#) and marketing campaign for the brand's comfort footwear across the United States and Canada.



Skechers partners with the iconic Martha Stewart for its new Memory Foam and Arch Fit® campaigns. (Photo: Business Wire)

“It all starts with your feet, and nobody helps us feel better than Skechers,” said Martha Stewart, who wears Skechers’ Memory Foam and Arch Fit® collections in the multiplatform campaign. “All of their designs and colors are loaded with cushioning and style—they’re a natural for the home, garden and workplace. I think they’ll really resonate with those who follow and enjoy the Martha Stewart Brand, and I look forward to building on our new partnership.”

“Martha Stewart is a wonderful beacon for living well—for bringing more beauty to the everyday,” added Michael Greenberg, president of Skechers. “Generations have been inspired by her television shows, books, magazines and products, and millions follow her online—trusting Martha’s commitment to quality in everything she does and her impeccable taste in offering the best product. We couldn’t be happier that she believes in Skechers comfort and is teaming up with us.”

Originally a model and catering business owner, Stewart has transformed her expertise in food, gardening, home decor and entertaining into a multibillion-dollar media and retail empire. She became

America’s first self-made billionaire in 2000 as the founder of Martha Stewart Living Omnimedia through her television programs, best-selling magazine and extensive collection of books, which total 99 to date. In recent years, she has continued to reinvent herself—partnering with Snoop Dogg for *Martha and Snoop’s Potluck Dinner Party*, debuting the HGTV Show *Martha Knows Best*, and continuing to draw millions of subscribers to her publications and platforms.

Stewart joins a team of Skechers ambassadors that includes singer Willie Nelson, fitness gurus and television personalities Brooke Burke and Amanda Kloots, golfers Brooke Henderson and Matt Fitzpatrick, and Dodgers pitcher Clayton Kershaw, as well as a slate of athletic legends such as former football players and broadcasters Tony Romo, Howie Long and Cris Carter, iconic boxer Sugar Ray Leonard and NASCAR legend Rusty Wallace.

An industry leader in comfort known for developing innovative technologies and materials, Skechers offers a wide range of signature features including its patented Skechers Arch Fit Technology™, Skechers Max Cushioning Technology™, Skechers Hyper Burst Technology™, Skechers Air-Cooled Memory Foam®, Skechers Relaxed Fit Technology™ and Skechers Stretch Fit Technology™. The Company's footwear and apparel collections are available in Skechers retail stores as well as [skechers.com](https://www.skechers.com), plus department stores and footwear retailers around the globe.

### **About Skechers USA, Inc.**

Skechers USA, Inc. (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 the United States and over 180 countries and territories via department and specialty stores, and direct to consumers through 4,306 Company and third-party-owned retail stores and e-commerce websites. The Company manages its international business through a network of global distributors, joint venture partners in Asia, Israel and Mexico, and wholly-owned subsidiaries in Canada, Japan, India, Europe and Latin America. For more information, please visit [about.skechers.com](https://about.skechers.com) and follow us on [Facebook](https://www.facebook.com/skechersusa), [Instagram](https://www.instagram.com/skechersusa), [Twitter](https://twitter.com/skechersusa), and [TikTok](https://www.tiktok.com/@skechersusa).

### **About Marquee Brands**

Marquee Brands is a leading global brand owner and marketer. Owned by investor funds managed by Neuberger Berman, one of the world's leading employee-owned investment managers, Marquee Brands targets high-quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channels, geography, and product categories while preserving the brand heritage and enhancing the ultimate consumer experience. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, licensees, and manufacturers through engaging, impactful, strategic planning, marketing, and e-commerce. [www.marqueebrands.com](https://www.marqueebrands.com). In 2019, Marquee Brands acquired the Martha Stewart brand, which reaches approximately 100 million consumers across all media and merchandising platforms each month. Martha Stewart is the Founder of Martha Stewart Living Omnimedia and America's most trusted lifestyle expert and teacher. Her branded products can be found in more than 70 million households and have a growing retail presence in thousands of locations.

*This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of 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 be,” “will continue,” “will result,” “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 challenging consumer retail markets in the United States; 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, 2021. More specifically, the COVID-19 pandemic has had and is currently having a significant impact on Skechers’ business, financial conditions, cash flow and results of operations. Forward-looking statements with respect to the COVID-19 pandemic include, without limitation, Skechers’ plans in response to this pandemic. At this time, there is significant uncertainty about the COVID-19 pandemic, including without limitation, (i) the duration and extent of the impact of the pandemic, (ii) governmental responses to the pandemic, including how such responses could impact Skechers’ business and operations, as well as the operations of its factories and other business partners, (iii) the effectiveness of Skechers’ actions taken in response to these risks, and (iv) Skechers’ ability to effectively and timely adjust its plans in response to the rapidly changing retail and economic environment. 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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