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Skechers Collaborates With tokidoki on Limited-Edition Collection

LOS ANGELES--(BUSINESS WIRE)-- In the spirit of the universal mantra that something unexpected and special can happen on any given day, tokidoki and Skechers have partnered for a global footwear collaboration. The fun and whimsical [Skechers | tokidoki](#) line launches today and features an all-star cast of colorful characters from the tokidoki universe and its iconic heart and crossbones logo across a range of popular Skechers fashion sneakers for women including Skechers Uno.



Skechers collaborates with tokidoki on limited-edition fashion sneaker collection. (Photo: Business Wire)

“It’s always been my mission to expand the reach of our vision to the greatest audience possible and what better way than on the canvas of Skechers,” said Simone Legno, co-founder and chief creative officer of tokidoki. “Seeing the realized collection with Skechers come to life, it feels like we’ve always been

meant for each other, and I can’t wait to see this new expression of tokidoki helping to spread joy and happiness around the world.”

“The playfully inspired designs and iconography of tokidoki is a perfect match for our fashion sneaker collections,” said Michael Greenberg, president of Skechers. “We work with creative and artistic brands like tokidoki to generate excitement among fashion-forward shoppers who seek out opportunities to express themselves in unique ways. These collaborations open the door to new consumers experiencing the unmatched style and comfort that is distinctly Skechers.”

“It’s exciting to debut this new collection that leverages the power of the tokidoki brand and our devoted fanbase along with the reach of Skechers to fashionable consumers in key style markets,” said Pooneh Mohajer, co-founder and CEO of tokidoki. “Skechers has been a truly amazing partner and this collaboration merging tokidoki’s art and Skechers’ footwear designs has resulted in styles that we know will resonate with tokidoki fans of all ages.”

Skechers | tokidoki launches with an initial drop of four styles for women. **Sunny Street** lace-up fashion joggers feature an all-star cast of tokidoki Unicorno characters and a color-blocked design with black suede accents. **Skechers Uno** sneakers take color-popping to a

whole new level with tokidoki's signature heart and crossbones logo printed on each pair in bright blue, pink and yellow hues. The cuteness is criminal with **Skechers Uno 2** retro-style fashion sneakers with a fun all-over print of tokidoki's adored characters on one of Skechers' most treasured silhouettes. And **Upbeats** are the perfect white sneaker for the summer, with colorful piping and pops of tokidoki character designs on the outsole.

Styles in the Skechers | tokidoki collection for women are available at select Skechers retail stores and at [Skechers.com](https://www.skechers.com) in the United States and Canada today and is rolling out to key fashion markets around the world. A second global fashion drop will follow in September.

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 over 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and 4,308 Company- and third-party-owned physical retail stores. The Company 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](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers), [Twitter](https://twitter.com/skechers), and [TikTok](https://www.tiktok.com/@skechers).

About tokidoki

tokidoki, which translates to "sometimes" in Japanese, is an internationally recognized and iconic lifestyle brand based on the vision of Italian artist Simone Legno and his partners, serial entrepreneurs Pooneh Mohajer and Ivan Arnold. Since debuting in 2005, tokidoki has amassed a cult-like following for its larger-than-life characters and emerged as a sought-after global lifestyle brand. tokidoki offers an extensive range of products which include apparel, handbags, cosmetics, accessories, toys and more. Simone Legno, tokidoki's Chief Creative Officer, was born in Rome, Italy and from a very young age developed a deep love of Japan and a fascination with world cultures. Combining Legno's unique talent and creativity with Mohajer's business acumen, tokidoki has grown exponentially. As an innovative company, tokidoki is known not only for its eye-popping aesthetic and criminally cute characters but also its megawatt partnerships. For more information please visit www.tokidoki.it and, www.facebook.com/tokidoki and www.instagram.com/tokidokibrand.

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 challenging consumer retail markets in the United States and the impact of Russia's recent invasion of Ukraine; 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 and its quarterly report on Form 10-Q for the three months ended March 31, 2022. 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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