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Skechers x Ashley Park Footwear Collab Launches

LOS ANGELES--(BUSINESS WIRE)-- Ashley Park is taking her obsession with Skechers to a new level with the launch of her first signature collection: [Skechers x Ashley Park](#). Park's travels around the world helped inspire the collection of Street Glam sneakers that perfectly fuse comfort and fashion.



The Skechers x Ashley Park footwear collab features styles inspired by the performer's travels around the world. (Photo: Business Wire)

"I used to think of sneakers as shoes meant for the gym or getting fit. Now these comfortable fashion styles are a staple, and what I wear running around, especially while traveling," said Ashley Park. "I loved bringing my point of view to this collaboration—from the colors to the dance toe. I'll have a pair packed for every trip!"

"When Ashley sang about her Skechers obsession in her inaugural campaign earlier this year, that memorable tune stuck with consumers and brought so much positive energy to our Skechers Uno collection," added Michael Greenberg, president of Skechers. "She truly is our 'it girl'—meaning she brings 'it' to all she does—class, style, charm and energy. This collection embodies all of that plus Skechers' signature comfort."

Styles featured in the **Skechers x Ashley Park: Street Glam** collection are designed for versatility and offer a unique trendy silhouette thanks to the stylish design. It's innovative hybrid footwear that combines the comfort of a sneaker with the sleekness of a pointy toe shoe. As comfort is always key when traveling, each pair also features a Skechers Air-Cooled Memory Foam® cushioned insole.

While her career began in theater, Ashley Park is widely known for her role as Mindy Chen on the Netflix series, *Emily in Paris*—with the third

season released in December 2022 and fourth on the way. The actress was also recently seen in Adele Lim's feature film comedy *Joy Ride* and Netflix's *Beef*, a dramedy from Lee Sung Jin. Additional credits include the Peacock comedy series *Girls5eva* and the Netflix miniseries *Tales of the City*. On Broadway, Park originated and starred as Gretchen Wieners in *Mean Girls* in 2018, earning Tony Award, Drama League, Drama Desk, Outer Critics Circle, and Chita Rivera Award nominations. In the same season, she starred in the award-

winning *KPOP* and won the esteemed Lucille Lortel award for Lead Actress in a Musical, and second Drama League and Drama Desk nominations. Additional Broadway credits include *Mamma Mia!*, *The King and I*, *Sunday in the Park With George* and *Grand Horizons*.

The full range of Street Glam fashion sneakers from the Skechers x Ashley Park collab are available now at [skechers.com](https://www.skechers.com) and select Skechers retail stores worldwide.

About SKECHERS U.S.A., Inc.

Skechers U.S.A., Inc. (NYSE:SKX), a Fortune 500® 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. Collections from The Comfort Technology Company™ are available in over 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and over 4,500 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).

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