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**SKECHERS NAMED MEN'S FOOTWEAR BRAND OF THE YEAR  
AT THE DRAPERS FOOTWEAR AWARDS 2021**



*Skechers ambassador Jamie Redknapp in his Skechers Arch Fit campaign.*

LONDON—28 September 2021—Skechers USA Ltd., a subsidiary of Skechers USA, Inc., The Comfort Technology Company™, today announced that Skechers has been recognized as Men's Footwear Brand of the Year at the Drapers Footwear Awards 2021. Skechers was praised by the panel of expert judges as aspirational and appealing to younger consumers, a reflection of the brand's successful campaign with ambassador Jamie Redknapp and its strong presence in the United Kingdom.

“We're thrilled to have been recognized for our entire men's footwear division,” said Peter Youell, managing director of Skechers UK & Ireland. “To win the Drapers Men's Footwear Brand of The Year award is a testament to the work that has gone behind growing this category in our market. From strengthening our e-commerce business to reaching even more consumers through Jamie Redknapp, our men's division has had a truly impactful year.”

Marvin Bernstein, managing partner of Skechers S.à.r.l., added: “In normal and in challenging times, we have remained committed to offering the highest level of comfort, style, innovation and quality to consumers, marketing that resonates, and top-notch customer service support. This prestigious Drapers award for our men's division is the result of our efforts. We look forward to launching our next Jamie Redknapp campaign, and building on this success.”

The results of the Drapers Footwear Awards 2021 were revealed at an industry ceremony on 23 September at the Hilton London Bankside. Drapers Footwear Awards 2021 celebrates the brands and retailers that have gone above and beyond to protect their staff, work with their suppliers and partners to maintain business continuity and serve their customers and communities throughout the coronavirus crisis. Drapers Magazine is the market-leading title offering unparalleled access to the UK fashion market, and the Drapers Footwear Awards are the most respected and prestigious in the footwear retail industry. In 2019 and 2020, Skechers was recognized by Drapers as Women's Brand of the Year.

Celebrity product endorsees for Skechers' collections include fitness expert and entrepreneur Brooke Burke and legendary athletes like Jamie Redknapp, Tony Romo, Jon Gruden, Clayton

Kershaw, Sugar Ray Leonard and Howie Long; elite runners Meb Keflezighi and Ed Cheserek; and pro golfers Colin Montgomerie, Brooke Henderson and Billy Andrade.

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

Skechers USA Ltd. is a subsidiary of Skechers USA, 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 the United States and over 170 countries and territories via department and specialty stores, and direct to consumers through 4,057 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](http://about.skechers.com) and follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

*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; 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, 2020 and its quarterly report on Form 10-Q for the three months ended June 30, 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.*