

July 21, 2021



Skechers and kansaiyamamoto Collaborate on Limited Edition Collection

Skechers x kansaiyamamoto Collab Features Men's and Women's Footwear Inspired by the Late Japanese Designer

LOS ANGELES--(BUSINESS WIRE)-- A celebration of high fashion and avant-garde imagery arrives at Skechers, The Comfort Technology Company™, in an exciting new footwear collaboration inspired by the late iconic Japanese designer Kansai Yamamoto. The limited-edition Skechers x kansaiyamamoto collection of four fashion sneakers for men and women embrace Kansai's aesthetic and will launch on the one-year anniversary of his passing, July 21, in Japan, North America and Europe.



Skechers Max Cushioning styles from the limited-edition Skechers x kansaiyamamoto collaboration featuring the artist's iconic Kabuki-inspired designs. (Photo: Business Wire)

"Kansai was a legend not only in fashion circles throughout his entire career, but as an inspiration to so many artists that followed. Skechers was incredibly fortunate for the chance to work on this collaboration influenced by the master before he passed away," said Michael Greenberg, president of Skechers. "Skechers footwear has appeared in major runway shows around the globe over the

last few years with buzzworthy styles that get the world talking. Kansai's creative vision follows that progression with the iconic design fused with our Skechers Max Cushioning Premier and D'Lites styles that offer incredible comfort."

"Since appearing on the world stage as a fashion designer who boldly incorporated design and staging inspired by the brilliant colors of Kabuki, style, beauty, and a unique expression method, Kansai Yamamoto pursued Japanese aesthetics and continued to take on the challenge of uncompromising creativity as one of the world's leading performers," said Hatsumi Iwasaki, communications manager of KANSAI SUPER STUDIO. "He also established the kansaiyamamoto brand, known for its distinctive avant-garde designs. Enjoy the street with an uplifting feel that starts in your feet in these shoes developed through a

collaboration between Skechers and Kansai's brand that's overflowing with his distinctive aesthetics and energy."

The launch spans a range of **Max Cushioning Premier** fashion sneakers. The men's **KY Kabuki Paint** and women's **KY Nadeshiko** styles feature iconic kansaiyamamoto designs inspired by traditional kabuki theater and beauty. The men's **KY Sol** and women's **KY Luna** feature ombre color designs that convey the notion of sun and moon. Classic **Skechers D'Lites** fashion sneakers (Men's **KY Carnival** and Women's **KY Hanabi**) follow on August 21, with a vivid multi-colored premium leather upper in celebratory festival hues, plus kansaiyamamoto logo.

Kansai Yamamoto broke boundaries in the fashion world with his avant-garde designs that adorned musicians in the 1970s. He was the first Japanese designer to present a fashion show in London, and later participated in numerous Tokyo, New York and Paris fashion week events. More recently, he extended the reach of his style collaborating with other designers, fashion houses and global brands. His aesthetic remains a favorite among celebrities. Kansai Yamamoto passed away in July 2020, but his vision lives on through his timeless designs and namesake brand.

Styles in the Skechers x kansaiyamamoto collection for men and women will be available at select Skechers flagship stores in the United States, Canada, Belgium, France, Italy, Germany, Spain, and the United Kingdom, as well as online at Skechers websites where available. An expanded range of styles including three canvas slip-ons and a platform sneaker will be available exclusively in Japan.

About SKECHERS USA, Inc.

Skechers (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 170 countries and territories via department and specialty stores, and direct to consumers through 3,989 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 and follow us on [Facebook](#), [Instagram](#), [Twitter](#), and [TikTok](#).

About KANSAI SUPER STUDIO

KANSAI SUPER STUDIO was founded by the designer and producer Kansai Yamamoto out of a desire to "make the world happy through the power of design." Based on the spirit inherited from Kansai Yamamoto, the studio conducts business related to brand planning, development, and branding for various brands, including kansaiyamamoto, in not only the field of fashion but also numerous other fields, including clothing, food, residences, and leisure.

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 March 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.

Media Contact:

Jennifer Clay

Skechers

jennnc@skechers.com

Source: Skechers

