

February 23, 2023



Skechers Launches Fashion Collaboration With Diane von Furstenberg

LONDON--(BUSINESS WIRE)-- Confidence meets comfort in an exciting new footwear and apparel collaboration between Skechers and fashion industry icon, Diane von Furstenberg. Launching globally, Skechers x DVF is a celebration of effortless style and fashion-forward design that blends the designer's signature prints and bold colors with the unparalleled comfort of Skechers.



Skechers and Diane von Furstenberg collaborate on footwear and apparel collection.(Photo: Business Wire)

excited for Skechers x DVF!"

"As a woman on the go and a passionate hiker, I'm excited to launch our collaboration with Skechers, a leader in comfort innovation," said Diane von Furstenberg. "This empowering offering is designed for those who push boundaries, challenge the norms and inspire others."

"Featuring the instantly recognizable Diane von Furstenberg aesthetic on our best-selling styles will generate excitement for fashion-minded consumers around the globe," said Kathy Kartalis, Senior Vice President of Global Product for Skechers. "This is our first coordinating apparel and footwear collaboration, and our partnership with DVF offers an expressive 'wow factor' that illustrates to women how Skechers has the range to offer a complete and comfortable look that she'll love to wear throughout her busy day."

"DVF, like Skechers, gives customers confidence and comfort," said Talita von Furstenberg, Co-Chairman of Diane von Furstenberg. "With the fashionable yet easy and affordable sneaker and activewear apparel collection, this collaboration will allow the woman [InCharge](#) of her life to be InCharge of her health. I couldn't be more

The Skechers collaboration with Diane von Furstenberg launches with the Endless Kisses capsule featuring the timeless DVF "Lips" print. The footwear range includes Skechers Uno and Skechers D'Lites fashion sneakers, Skechers Max Cushioning Elite running footwear, as well as a Hyper Slide recovery sandal. The collection includes a tee, leggings, shorts and

racerback longline bra. These styles easily transition from working out to hanging out thanks to comfort innovations and breathable materials that are uniquely Skechers.

The Endless Kisses footwear and apparel capsule from the Skechers x DVF collection for women is available now at select Skechers retail stores and [Skechers.co.uk](https://www.skechers.co.uk). Additional designs featuring other popular DVF prints will arrive later this Spring.

About Skechers U.S.A., Inc.

Skechers U.S.A., 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 4,537 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](#), [Instagram](#), [Twitter](#), and [TikTok](#).

About DVF

Diane von Furstenberg founded her eponymous line in 1972, with the ethos of putting women before fashion. DVF has since become a global luxury fashion brand and industry leader. Known for its iconic wrap dress, prints, and colors, DVF's effortless femininity has established the brand as the uniform for women [InCharge](#).

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 effects of inflation and foreign currency exchange rate fluctuations around the world, 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 reports on Form 10-Q in 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.

Petra Kereem
Skechers UK & Ireland
T: +44 (0) 1707 655 955

Source: Skechers U.S.A., Inc.