

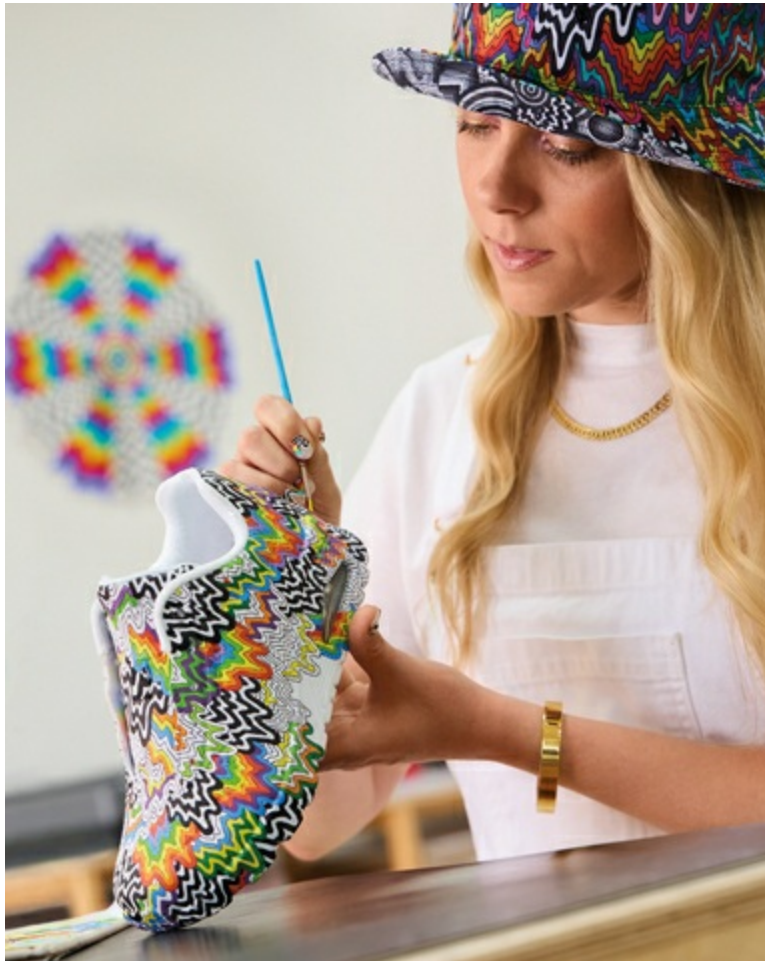
August 15, 2023



Skechers Partners With Artist Jen Stark in New Collaboration

The hypnotic new collection is the first in the Company's Visual Artist Series

LOS ANGELES--(BUSINESS WIRE)-- Skechers, The Comfort Technology Company™, is reimagining its most popular styles through the kaleidoscopic eye of L.A.-based visual artist, muralist and designer Jen Stark. Featuring both colorful and black and white plays of her hypnotic drip designs on several women's silhouettes, the new [Skechers x Jen Stark](#) capsule kicks off the brand's Visual Artist Series, which will spotlight various artists' distinct designs on Skechers product in a run of launches through 2024.



"Through our new Visual Artist Series, we offer consumers unique wearable art that can transform our product in the way that only art can—and Jen Stark's the perfect visionary to introduce this new collection," said Michael Greenberg, president of Skechers. "Her patterns come to life in everything she creates. As an L.A. local, she's visited our office several times to contribute to the execution of this collaboration—helping to create these vibrant, captivating styles."

"I'm excited for the world to step into my psychedelic kicks," said Jen Stark. "It's been a joy to re-envision my most personal designs through this wonderful new collection with the Skechers team—and I look forward to introducing our creations to everyone who loves to wear and share the beauty of art."

The new Skechers x Jen Stark collection launches the brand's Visual Artist Series, featuring Stark's vibrant drip patterns on several women's styles. (Photo: Business Wire)

A multimedia artist known for her murals, sculptures, animations and psychedelic drip patterns, Jen

Stark creates intricate works of art that often resemble patterns in nature. Recognized for her paper sculptures, Stark has explored a variety of media for her pieces, including wood, paint, mirrors, metal and interactive installations. Her work is included in the collections of

the Smithsonian American Art Museum, West Collection and MOCA Miami, among others. She has been featured in major shows in New York City, Los Angeles, Miami, Chicago, Thailand and Canada.

Featuring three unique styles, the limited-edition Skechers x Jen Stark capsule is available at [skechers.com](https://www.skechers.com), Skechers retail stores and leading partners in the U.S. and select global markets.

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 4,700 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) and [TikTok](https://www.tiktok.com/@skechers).

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 war with 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, 2022 and its quarterly reports on Form 10-Q in 2023. 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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Source: SKECHERS U.S.A., Inc.