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Skechers Returns to London Fashion Week

The global footwear brand's retro heritage styles appear in three runway shows

LONDON--(BUSINESS WIRE)-- Skechers returned to Mercedes-Benz London Fashion Week as male and female models walked the runways in Skechers footwear from a selection of the global brand's stylish collections. As part of the Spring/Summer 2020 shows of Jamie Wei Huang, as well as designers for A-List actors, renowned models and singers, Fyodor Golan and Bobby Abley, the third largest athletic lifestyle footwear company in the world showcased its now classic-retro Skechers D'Lites, Skechers Energy and Skechers Stamina lines, as well as the Skechers Premium Heritage Limited Edition collection launching later this month in the U.K.



Skechers Stamina at the Jamie Wei fashion show during London Fashion Week. (Image courtesy of Johnny Fonseca. Additional images available upon request.)

“What a debut for our new Premium Heritage Collection as we return to runways in London with more designers featuring our fashion sneakers in their collections!” said Marvin Bernstein, managing partner of Skechers S.à.r.l. “This chunky sneaker look has been resonating with trend-focused consumers around the globe and our new limited-edition styles really take the fashion appeal of these styles to the next level. And this is the perfect venue for consumers, designers and influencers to get excited about the on-trend impact of our entire range of Skechers D'Lites, Skechers Energy and Stamina styles.”

Renowned for her contemporary luxury womenswear, **Jamie Wei Huang** was the first Taiwanese designer based in London to be scheduled on the runway for the official London Fashion Week shows. Skechers D'Lites, Energy and Stamina lines were well paired with various bold looks from the SS20 collection in a show called 'Obsessive Compulsive Disorder', which focused on the journey of creation rather than the perfect final piece.

London-based fashion house **Fyodor Golan** is a contemporary designer sportswear brand led by duo Fyodor Podgorny and

Golan Frydman. Pairing Skechers Energy and Stamina lines within their overarching SS20 theme, 'Pantastic', extreme hybrid identities were created, effortlessly combining luxury and street styles.

Skechers also collaborated with imaginative London-based designer **Bobby Abley**, whose fascination with cartoons has seen him feature iconic characters from *The Little Mermaid*, *Star Wars*, *Spongebob Squarepants* and *Aladdin* in his designs. For his SS20 'Friends of Dorothy' collection, Bobby Abley takes a trip to Oz to celebrate the 80th anniversary of his mother's favourite film *The Wizard of Oz*. The collection paired with Skechers D'Lites, Energy and Stamina styles for men and women.

Skechers pioneered the chunky sneaker two decades ago with the Skechers Energy, and the look soon gained popularity around the globe thanks to the help of stars like Britney Spears. The style evolved with the introduction of Skechers D'Lites—a lighter version of its original style—in 2007. Ten years later, Skechers D'Lites reemerged in Asia on the retro chunky sneaker trend, sparking a global movement that included models walking runways in New York, London, Milan, Berlin, Moscow and Budapest. Always remaining fresh and relevant, the classic look was updated with the more modernized chunkier Skechers D'Lites 3.0 collection and featured in numerous celebrated collaborations. The styles have appeared on fashion editorial pages globally, and covered by taste-making sites like *HypeBae*, *HypeBeast* and *High Snobiety*. The brand is now launching the Skechers Premium Heritage Limited Edition collection, a five-pack of luxe Skechers Energy and Skechers D'Lites styles crafted with high-end materials and on-trend embellishments available in select markets.

About Skechers USA Ltd. and Skechers USA, Inc.

Skechers USA Ltd. is an English subsidiary of Skechers USA, Inc. (NYSE:SKX), which is based in Manhattan Beach, California. Skechers designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. Skechers footwear is available in the United States and over 170 countries and territories worldwide via department and specialty stores, more than 3,170 Skechers Company-owned and third-party-owned retail stores, and the Company's 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, and throughout Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

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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, 2018, and its quarterly report on Form 10-Q for the three months ended June 30, 2019. 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 the companies cannot predict all such risk factors, nor can the companies assess the impact of all such risk factors on their respective businesses 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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