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Skechers Brings Back Original '90s Fashion Sneakers

Skechers® Roadies Return in a Heritage Collection of the Brand's Signature Chunky Styles with Skechers® Cleats Retro and Skechers® Heartbeats Coming Soon

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Footwear giant Skechers is reviving the brand's original fashion sneaker designs from the 1990s to meet demand driven by the massive throwback trend dominating sneaker markets around the globe. Bridging the gap between grunge and pop, and now known as the Skechers Heritage collection, this classic line features a return of **Skechers Roadies**, **Skechers Cleats Retro** and **Skechers Heartbeats** styles that were among the hottest sellers in Skechers early history.

This press release features multimedia. View the full release here:

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It begins with **Skechers Roadies**—the first Skechers sneaker to hit the market back in 1994, this was the original chunky utility style that started it all. At the time it was like nothing seen before in a fashion sneaker, featuring a lugged outsole inspired by the brand's first style, a Skechers Sport Utility logger boot. **Skechers Heartbeats** soon followed and added an iconic heel to the rugged sneaker, for an extra splash of style that's a signature of the brand. And in 1996, **Skechers Cleats Retro** dropped on the world featuring an even chunkier platform outsole that takes the retro look to new heights.

"Building off the chunky sneaker trend dominated by our Skechers D'Lites collection, we felt it was the perfect time to bring back our first fashion sneakers that started it all—Roadies, Cleats Retro, and Heartbeats," began Michael Greenberg, president of Skechers. "We've seen fashionistas gravitating towards '80s and '90s style. Reintroducing these three designs as part of this fresh Skechers Heritage revival collection is sure to create a new generation of fans for our most iconic Skechers styles."

Styles from the Skechers Heritage Collection will be available globally at Skechers retail stores, www.skechers.com, and select retail partners. Skechers Roadies drop first with initial colorways in stores now, Skechers Cleats Retro follow in May, and Skechers Heartbeats arrive in August, with expanded colors for all three styles landing throughout summer and fall.

Making a comeback from 1994: Skechers Roadies return as part of Skechers Heritage Collection. (Photo: Business Wire)

About Skechers U.S.A., Inc. Based in Manhattan Beach, California, Skechers (NYSE:SKX) 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 3,060 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](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers), and [Twitter](https://twitter.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. These forward-looking statements 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 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, 2018. 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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