

April 17, 2017



Skechers Blends Lifestyle and Wellness with Launch of YOU by Skechers Footwear Collection

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- "YOU by Skechers"—a dynamic new collection from lifestyle and performance footwear leader Skechers—launched today online and in retail stores across the United States. Designed with a foundation in health and wellness, YOU by Skechers is for the young woman who wants to go from the office to the yoga studio to dinner in comfort and style.

"The YOU collection is an exciting crossover between our lifestyle lines and performance, and really speaks to the way the modern, busy woman is living her life," says Kathy Kartalis, senior vice president of global product at Skechers. "This unique evolution for Skechers utilizes the best technologies and innovations from our Performance division and leverages that into a new collection that meets the lifestyle and wellness needs of the self-aware woman searching for more balance in her life."

"We've seen an explosion in the desire for lightweight wellness footwear in the athleisure marketplace," added Michael Greenberg, president of Skechers. "YOU by Skechers gives us the perfect opportunity to fuse the best aspects of both our performance and lifestyle experience to meet that need. We expect this versatile collection to resonate strongly with active women across multiple demographics."

In coordination with the launch of YOU by Skechers, the Company will partner with four high-profile healthy living ambassadors—Koya Webb, a fitness model, vegan advocate and former track star; Danette May, a fitness star and social media influencer; superfood guru and yogi Sophie Jaffe; and NY Pilates expert Katie Yip. All four women will be integrating YOU into their everyday lives and on their social channels.

To drive direct engagement with the target audience of the YOU by Skechers collection, a community has been established under the @YOUbySkechers umbrella across social media platforms on Facebook ([facebook.com/youbyskechers](https://www.facebook.com/youbyskechers)) and Instagram ([Instagram.com/youbyskechers](https://www.instagram.com/youbyskechers)). Women who follow these channels will find access to our ambassadors as well as content featuring fashion, health and beauty tips as well as positive, inspiring and empowering messaging—all designed to keep them coming back for more.

The initial assortment of styles and colors from the YOU by Skechers collection can be found at Skechers retail stores, footwear and department stores as well as online at [skechers.com](https://www.skechers.com). The range will expand with additional looks and colors available worldwide in the months ahead.

ABOUT SKECHERS USA, INC.

SKECHERS USA, Inc. (NYSE:SKX), based in Manhattan Beach, California, 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 160 countries and territories worldwide via department and specialty stores, more than 2,012 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 and the Middle East, and wholly-owned subsidiaries in Canada, Japan, throughout Europe and Latin America. For more information, please visit skechers.com and follow us on Facebook (facebook.com/SKECHERS) and Twitter (twitter.com/SKECHERSUSA).

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, the Company's 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 and opening of new stores, 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 uncertainty of sustained recovery in Europe; 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 the Company's annual report on Form 10-K for the year ended December 31, 2016. The risks included here are not exhaustive. The Company 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.

SKECHERS
Jennifer Clay
310.937.1326

Source: SKECHERS USA, Inc.