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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.

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

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.

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

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