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Skechers Celebrates 20th Anniversary of the Skechers Energy

Two Decades Later, the Iconic Style Returns with a Commemorative Release

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- In 1999, the growing footwear brand Skechers introduced the Skechers Energy to the world. Featuring an outsole that was like nothing else on the market, Skechers Energy quickly became the footwear brand's iconic style for women and men, selling more than 100 million pairs to date. And now with the chunky sneaker trend back and hotter than ever, the Skechers Energy is returning to commemorate 20 years as the true original of this movement.

Limited-edition Skechers Energy anniversary collection celebrates 20 years of the iconic style.
(Photo: Business Wire)

The footwear brand will mark this historic Skechers Energy anniversary by releasing three limited-edition anniversary styles that are a callback to the Skechers "It's the S"

advertising campaign from the original Energy era. These styles are just the start of the Skechers Energy revival, with an expanded collection featuring updated colors rolling out through the year.

"When we look back at the thousands of styles released over the 27 years since we established Skechers, the Skechers Energy really stands out as a look that helped define our brand just as we were hitting our stride," began Michael Greenberg, president of Skechers. "With Britney Spears as the face of the Skechers Energy at launch, it became our first massive global hit style and helped drive awareness for the Skechers brand around the world. We love that the chunky design Skechers originated is now all the rage in fashion footwear, driving massive excitement for our Skechers D'Lites collection. This anniversary is a perfect opportunity to re-introduce old and new Skechers fans to the style that started it all."

After pioneering the chunky sneaker look two decades ago with the Skechers Energy for men and women, as well as the Skechers Stamina for men, the style evolved and the Company introduced Skechers D'Lites—a lighter version of its original style—in 2007. Though the collection has always had a dedicated consumer base, sales accelerated across Asia over the last two years after regional marketing included K-Pop groups. In 2017, the Company relaunched an even lighter update of Skechers D'Lites in celebration of its ten-year anniversary and recently debuted the modernized, even chunkier Skechers D'Lites 3.0 collection. Next on the trend is a return of the Skechers Stamina—now for women as well.

The original Skechers Energy style 2250 and the limited edition anniversary colorways are available at Skechers retail stores, www.skechers.com, and select retail partners in the United States, as well as in many global markets.

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](#), [Instagram](#), and [Twitter](#).

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 and its quarterly report on Form 10-Q for the three months ended March 31, 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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