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Skechers Opens Superstore in New Jersey

The New Nearly 22,000-Square-Foot Retail Destination at The Mills at Jersey Gardens is the Footwear and Apparel Company's Largest on the East Coast

LOS ANGELES--(BUSINESS WIRE)-- Skechers announced that the world's third largest athletic lifestyle footwear brand has opened its biggest East Coast retail destination in New Jersey. Centered around The Comfort Technology Company™ and its many innovations, the new nearly 22,000-square-foot superstore at The Mills at Jersey Gardens will showcase the brand's renowned styles and latest innovations for men, women and children.

The new nearly 22,000-square-foot Skechers superstore at New Jersey's The Mills at Jersey Gardens is the Company's largest destination on the East Coast. (Photo: Business Wire)

"Skechers is a multifaceted lifestyle brand that offers footwear of every kind, from sandals and boots to occupational shoes, running, walking, golf and now pickleball shoes, and more," said Michael Greenberg, president of Skechers. "To help us meet consumers' growing demand for our product, Simon Property Group found the ideal size and location for our new home—a nearly 22,000-square-foot superstore significantly larger than our previous 2,900-square-foot location at The Mills at Jersey Gardens, and one that allows us to showcase our apparel in a dedicated 4,000-square-foot space. A complete fashion, lifestyle and performance destination that enables regional consumers, locals and tourists to explore our entire comfort offering."

Located on the second floor of The Mills at Jersey Gardens, the new store features dedicated Skechers Performance and Skechers Work shop-in-shop areas, a 4,000-square-foot dedicated Skechers apparel shop, as well as a vast offering of casual footwear and athletic styles. Designed as an easy-to-shop circulation path, the store is an interactive gallery of the Skechers experience, with captivating digital displays and fabric lightboxes presenting the brand's marketing. Environmental features include LED lighting, concrete and recycled vinyl flooring and energy-conscious ceiling fans as well as recycled rubber seating throughout the store.

From fashion styles to lifestyle product and performance shoes for sport enthusiasts, Skechers' offering is enhanced with the Company's signature comfort innovations—including its patented Skechers Arch Fit Technology™, Skechers Max Cushioning Technology™, Skechers Hyper Burst Technology™, Skechers Air-Cooled Memory Foam®, Skechers Relaxed Fit Technology™, Skechers Stretch Fit Technology™, Skechers Hands Free Slip-ins Technology™ and Massage Fit Technology™.

The Mills at Jersey Gardens is near New York City and Newark International Airport, and the center offers daily transportation from Manhattan Port Authority Bus Terminal for tax-free shopping.

Consumers can shop for Skechers at over 540 Skechers stores in the United States, more than 3,700 international stores, online at Skechers.com, and at many leading retailers worldwide.

About Skechers USA, Inc.

Skechers USA, Inc. (NYSE:SKX), The Comfort Technology Company™ based in Southern California, designs, develops and markets a diverse range of lifestyle and performance footwear, apparel and accessories for men, women and children. The Company's collections are available in over 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and 4,308 Company- and third-party-owned physical retail stores. The Company manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. For more information, please visit about.skechers.com and follow us on Facebook, Instagram, Twitter, and TikTok.

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements may 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," "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 the disruption of business and operations due to the COVID-19 pandemic; delays or disruptions in our supply chain; international economic, political and market conditions including the challenging consumer retail markets in the United States and the impact of Russia's recent invasion of Ukraine; 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, 2021 and its quarterly report on Form 10-Q for the three months ended March 31, 2022. Taking these and other risk factors associated with the COVID-19 pandemic into consideration, the dynamic nature of these circumstances means that what is stated in this press release could change at any time, and as a result, actual results could differ materially from those contemplated by such forward-looking statements. 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 we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business 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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