

May 1, 2023



Doja Cat Battles Doja Cat in First Skechers Campaign

LOS ANGELES--(BUSINESS WIRE)-- Global superstar and style icon Doja Cat steps into her recently announced role as the first-ever Skechers Artist-in-Residence with a fiercely energetic [Skechers Uno campaign](#). The creative concept draws inspiration from Y2K, cyberpunk and anime aesthetics as two opposing personalities of the artist battle each other in the signature Skechers style.

Doja Cat brings her creative influence to the Skechers Uno campaign as the brand's Artist-in-Residence. (Photo: Business Wire)

"Building out this campaign and a new world for the Uno with my creative director

Brett Alan Nelson and Skechers has been amazing," said Doja Cat, Skechers Artist-in-Residence. "This is just the start. I look forward to sharing more of what we've been creating soon."

"I was super inspired by the idea of the different Uno colors and which Uno gives you the most power," added Doja Cat's creative director, Brett Alan Nelson. "We reference old school anime fight scenes within a battle of 'Doja Cat vs Doja Cat' and the ultimate theme is that in the end we will never follow another's footsteps."

"Last week, Doja Cat shared that she's our first Artist-in-Residence while wearing a dress designed with deconstructed Skechers Uno footwear," added Michael Greenberg, president of Skechers. "Her Skechers campaign is the next illustration of Doja Cat bringing her unique creative influence and fashion-forward inspiration and style to Skechers. As an artist in both the music and fashion worlds, Doja adds a unique perspective to our organization."

Famed for its signature air-infused wedge outsole, modernized silhouette, and vibrant colorways, the Skechers Uno collection has captivated shoppers everywhere through its ever-evolving range—seen on catwalks around the world as a coveted fashion sneaker.

The complete range of Skechers footwear is available in Skechers retail stores as well as at sneakers.com/doja-cat, plus department stores and footwear retailers around the globe.

About Doja Cat

GRAMMY award-winning global superstar Doja Cat made her first upload to Soundcloud in 2013 at 16 years old. Raised in LA, she developed a knack for music by studying piano and dance as a kid. Signed to Kemosabe/RCA in 2014, she released her *Purrr!* EP followed by her debut album *Amala* in 2018, but the release of her single "Mooo!" in late 2018 catapulted her into the mainstream and was met with critical acclaim. The following year, she released her GRAMMY-nominated platinum album *Hot Pink*, which features "Streets," the viral TikTok sensation that soundtracked the 'Silhouette Challenge' and her GRAMMY-nominated #1 smash record, "Say So" which has been RIAA certified 6x platinum.

Doja's creativity and showmanship as a performer has been praised time and time again. She's delivered unique and show stopping performances on nearly all the major award show stages and music festivals around the world and was named as one of the 100 most influential people of 2023 by *TIME*. Doja's GRAMMY award-winning third album *Planet Her* dominated the charts, debuting at #1 on the Billboard Top R&B Albums chart and #2 on the Billboard Top 200 and Billboard Top R&B/Hip-Hop Albums chart. It also generated the highest first day Spotify streams for an album by a female rapper. The GRAMMY award-winning and RIAA certified platinum hit "Kiss Me More" ft. SZA, the lead single off *Planet Her*, hit #1 at Top 40 and Rhythm radio with over 5 billion streams worldwide. Earlier this year, Doja became the first woman to have four #1 hits from one album and landed #1 on the Billboard Artist 100 chart for the first time. More recently, in October 2022, Doja's single "Vegas" from the *Elvis Original Motion Picture Soundtrack* hit #1 at Pop Radio – leading her to not only have the most #1's at Pop Radio this decade but also the most top 10s among women on the Billboard Hot 100 this decade.

About Skechers U.S.A., Inc.

Skechers U.S.A., 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 over 4,500 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 effects of inflation and foreign currency exchange rate fluctuations around the world, the challenging consumer retail markets in the United States and the impact of Russia's war 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, 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.

Media Contacts:

Jennifer Clay
SKECHERS U.S.A., Inc.
jennnc@skechers.com

Lauren Weissman
R&CPMK
lauren.weissman@rcpmk.com

Source: Skechers U.S.A., Inc.