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Skechers Rocks The Rolling Stones in New Collab

The collection features the band's iconic logo in a limited-edition sneaker collection for women and men

LONDON--(BUSINESS WIRE)-- Skechers is headlining with one of the world's most famous rock 'n' roll bands for its latest collaboration: The Rolling Stones. Produced in partnership with Bravado, Universal Music Group's industry-leading merchandise and brand management company, the new [Skechers x The Rolling Stones collection](#) features the band's trademark tongue logo on a unique collection of Skechers sneakers for women and men, launching today.

The new Skechers x The Rolling Stones sneaker collection pairs the band's legendary logo with the footwear brand's signature comfort technologies. (Photo: Business Wire)

"We love partnering with brands that offer great product and giving our fans something new they can enjoy," said The Rolling Stones. "And

Skechers is the one to wear for anyone who wants style and the most incredible comfort."

"For six decades, the Stones have endured like no other—rebellious, conquering and being listened to by billions. Nearly every adult on this planet knows their iconic logo," said Michael Greenberg, president of Skechers. "Skechers x The Rolling Stones styles are the ultimate band merch from one of the biggest names in rock!"

The partnership follows decades of musical artists fronting The Comfort Technology Company™, whose footwear collections have been promoted by legendary musicians like Ringo Starr, Britney Spears, Christina Aguilera, Snoop Dogg and Doja Cat.

Featuring the modern Skechers Uno, canvas slip-on, lug and cup sole designs, the [Skechers x The Rolling Stones](#) collection will launch exclusively at the RS No.9 Carnaby on 15 June, followed by stores across the U.K. and EU on 22 June. The offering will also be available at [skechers.co.uk](https://www.skechers.co.uk) and select Skechers retail stores around the globe.

About SKECHERS USA Ltd. and SKECHERS U.S.A., Inc.

Skechers USA Ltd. is a subsidiary of Skechers U.S.A., Inc. (NYSE:SKX), a Fortune 500® Company based in Southern California. Skechers designs, develops and markets a diverse range of lifestyle and performance footwear, apparel and accessories for men, women and children. Collections from The Comfort Technology Company™ 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](#).

About Bravado

Bravado is the leading global provider of consumer, lifestyle and branding services to recording artists and entertainment brands around the world. Part of Universal Music Group, the leader in music-based entertainment, Bravado represents artists in more than 40 countries and provides services including sales, licensing, branding, marketing and e-commerce. Their extensive global distribution network gives artists and brands the opportunity to create deeper connections with their fans through apparel, consumer packaged goods and unique experiences. For more information: <http://www.bravado.com>

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 and its quarterly reports on Form 10-Q in 2023. 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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