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Skechers Joins Forces With Global Art Phenom Vexx

LOS ANGELES--(BUSINESS WIRE)-- Skechers is joining forces with Vexx: an artist who has captured the digital universe, galleries and museums on three continents. The global brand's latest Visual Artist Series capsule, Skechers x Vexx features the creator's signature "doodles" known around the world. His detailed, vibrant characters will appear on footwear, apparel and accessories for men and women.

Vexx applies his signature "doodles" to Skechers x Vexx, the latest in the Skechers Visual Artist Series. (Photo: Business Wire)

"As an artist, it's been a priority for me to create without compromise—and Skechers celebrates that philosophy," said Vexx. "They collaborate with diverse artists and give them the freedom to explore. It's unique for a brand of this size to let independents drive their collections in new directions. Footwear as a canvas is interesting when you think of people from all walks of life walking in your art. That's exhilarating and inspiring."

"At just 24, Vexx has gone from strength to strength—teen prodigy, social media icon, creative force, visionary of digital media's next generation," said Michael Greenberg, president of Skechers. "His striking talent and captivating, inimitable designs have attracted everyone from collectors and dealers to galleries, auction houses and museums. Featured on our top-selling sneakers, this curated collection is a new way for Vexx fans to live, breathe and walk in his imagination. We know these will resonate, like every medium he touches."

Known to the world as Vexx, Vince Okerman is one of the most recognized artists of his generation, renowned for his signature "doodles." Inspired by cartoons, pop culture, and modern masters like Keith Haring, the Belgian-based multidisciplinary talent launched his career at 16, sharing his unique creations online—and is now followed by more than 3.8 million on YouTube, Instagram and TikTok. Vexx has created everything from colorful hand-drawn illustrations to massive murals on the streets of New York City, Los Angeles and London, and his work has appeared at galleries in Beijing, New York, Milan, Brussels, and Los Angeles—including his MOON centerpiece exhibit at Amsterdam's Moco Museum alongside Basquiat, Warhol, Kusama, Kaws, and Banksy. Featured in *Hypebeast*, *Complex* and the cover of *Time Out NY*'s exposé on NYC street art, Vexx has partnered with brands as diverse as Porsche and SpongeBob SquarePants.

The third capsule in Skechers' Visual Artist Series, Skechers x Vexx follows hypnotic Skechers x Jen Stark drip patterns and eclectic Skechers x Ricardo Cavolo profiles emblazoned with the artist's flaming heart and eye imagery, along with the Love Wall hearts of muralist James Goldcrown. The Company's gallery of wearable art spotlights creators' distinct designs on its product in a run of launches through 2024. The Skechers x Vexx limited-edition offering of footwear, apparel and accessories is available at select Skechers retail stores in North America and Europe, skechers.com and other global fashion markets.

About SKECHERS U.S.A., Inc.

Skechers U.S.A., Inc. (NYSE:SKX), a Fortune 500® 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. Collections from The Comfort Technology Company® are available in 180 countries and territories through department and specialty stores, and direct to consumers through digital stores and approximately 5,170 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 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 wars, acts of war and other conflicts around the world; 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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