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Skechers Football Takes Control of the Pitch With New SKX_2 Boot

The Next Generation Elite Style Worn by Harry Kane Features Signature Skechers Innovations to Promote the Comfort of a Good First Touch

LONDON--(BUSINESS WIRE)-- Skechers Football returns to the pitch with the next generation of its signature boot—the [Skechers SKX_2](#). The boot features an evolved design to help players take control of the ball and control of the game. Fans around the world got a preview of the SKX_2 last week when Bayern Munich striker Harry Kane wore the white and turquoise boot on the main stage at the FIFA Club World Cup quarter finals in the United States. The SKX_2 drops today across Europe as part of the new Skechers Football CTRL^ pack that celebrates the comfort of a good first touch.

Harry Kane debuts the all-new Skechers SKX_2 Elite boot—engineered for control, comfort, and the perfect touch.

“It’s the best feeling when you get that touch where everything comes together perfectly and you’re just in the zone with total control focused on the goal—and Skechers gets me

there,” said Harry Kane. “The SKX_01 is a brilliant first boot for Skechers. With the SKX_2, you can feel the evolution—it’s quicker, sharper, and even better tuned for my game.”

“As we enter our third season in football, we continue to innovate, evolve and improve our offering so Harry Kane and all athletes can perform at their best,” said Michael Greenberg, president of Skechers. “From the elite pros to the young academy players, we’ve listened to their feedback when designing the SKX_2; it carries over what they love about the original with incremental precision-engineered advancements to deliver comfort that performs when you need it most.”

Skechers Football offers a complete range of styles with options for every type of player and surface including the new white and turquoise CTRL^ pack.

The new **SKX_2 Elite** is designed for players who require precise strike control with a custom last meticulously crafted to optimize comfort and deliver a perfect fit for enhancing touch on the pitch. It features a resilient Hyper Burst Pro® sockliner, lightweight Skechers Fitknit upper, and a multi-directional outsole for incredible traction over multiple surfaces.

The **Skechers Razor 1.5 Elite** is a lightweight speed boot with an explosive track-inspired design to maximize acceleration and energy return. It features a carbon-infused soleplate for responsive power and agility during play.

In addition to the Elite versions worn by professional footballers around the globe, Skechers also offers the SKX_2 and Razor in entry-level Academy boots perfect for all levels of play with maximized performance and comfort, as well as Youth and Kids boots for the next generation of players who want to emulate their favourite stars, featuring an adaptable fit and enhanced comfort in every pair. Both ranges are available in firm ground and turf styles.

The global launch campaign for the SKX_2 and CTRL^ pack will feature Harry Kane and a roster of Skechers pros including winger Barış Alper Yılmaz from the Turkey National Team, West Ham United and Ghana National Team winger Mohammed Kudus, Real Betis and Spanish National Team midfielder Isco Alarcón, AS Roma and Italian National Team midfielder Niccolò Pisilli, AFC Bournemouth and Colombia National Team winger Luis Sinisterra, and Brighton & Hove Albion and Danish National Team midfielder Matt O'Riley.

Skechers is also rolling out an interactive digital initiative across its [@skechersfootball](#) social media channels around the world: the Skechers 'Fix My Touch' campaign. The concept is simple, yet lighthearted where players can share stories or videos about friends who have a *less-than-perfect* touch for a chance to win Skechers Football boots from the CTRL^ pack to help improve their control.

Beyond football, Skechers also offers performance footwear for elite and casual athletes in basketball, golf, cricket, pickleball, padel and running.

The new Skechers SKX_2 boot and the full Skechers Football collection is available at Skechers websites, select Skechers stores, as well as specialty football retailers throughout Europe and markets around the world. Football fans can get behind-the-scenes access to Skechers Football product launches and more by following [@skechersfootball](#) on [Instagram](#) and [TikTok](#).

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

Skechers USA Ltd. is a subsidiary of Skechers U.S.A., Inc. (NYSE:SKX), The Comfort Technology 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. The Company's collections are available in 180 countries and territories through department and specialty stores, and direct to consumers through [skechers.com](#) and more than 5,300 Skechers retail stores. A Fortune 500® company, Skechers 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](#).

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including the effects of inflation, tariffs 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, 2024 and its quarterly reports on Form 10-Q in 2025. 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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