

November 14, 2019

**SKECHERS**

## Skechers Premium Heritage Limited Edition Collection Returns with New Capsule of Styles in Time for Holiday

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- The Skechers Premium Heritage Limited Edition Holiday Collection is set to drop worldwide tomorrow, November 15. The five-pack offering, designed with luxurious materials on the Company's most iconic outsoles, follows on the heels of the successful launch of the Premium Heritage One collection.



The Skechers Premium Heritage Limited Edition Holiday Collection drops around the world on November 15. (Photo: Business Wire)

“In a world with fast trends and social media creating demand for the latest hot item, consumers want newness, freshness, and something that stands out and is available for a limited time,” said Michael Greenberg, president of Skechers. “That’s the foundation of our Skechers Premium Heritage concept. These are statement shoes with high-end materials and design details on signature Skechers outsoles.

It’s a capsule that creates buzz with key opinion leaders.”

The new range expands on the first wave of Premium Heritage styles that launched in September. The **Skechers Energy – Captains View** updates the original chunky sneaker with red leopard print, tassels, blue overlays and an intricate rope collar. The **Skechers D’Lites – Golden Idea** delivers a subtle luxe look with soft black leather and gold chain detailing. And there are two looks on the **Skechers D’Lites 3.0** – the **Cheetah Queen** delivers animal power with multi-colored cheetah print plus jeweled laces, and the **Flashy Stud** (available in both white and black colorways) runs with current logo trends with a massive rhinestone D’Lites embellishment over snakeskin detailing.

Skechers pioneered the chunky sneaker two decades ago with the Skechers Energy, and the look soon gained popularity around the globe thanks to the help of stars like Britney Spears who appeared in the style. The style evolved with the introduction of Skechers

D'Lites – a lighter version of its original style – in 2007. Ten years later, Skechers D'Lites reemerged in Asia on the retro chunky sneaker trend, sparking a global movement that included models walking runways in New York, London, Milan, Berlin and other cities. Always remaining fresh and relevant, the classic look was updated with the more modernized chunkier Skechers D'Lites 3.0 collection and featured in numerous celebrated collaborations. The styles have appeared on fashion editorial pages globally, and covered by taste-making sites like *HypeBae*, *HypeBeast* and *High Snobiety*.

The new range of Skechers Premium Heritage Limited Edition styles launch November 15 exclusively at [skechers.com](https://www.skechers.com) and in select Skechers retail stores in the United States and around the globe as well as in select specialty retailers in international markets.

### **About SKECHERS USA, Inc.**

Based in Manhattan Beach, California, Skechers (NYSE:SKX) designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. Skechers footwear is available in the United States and over 170 countries and territories worldwide via department and specialty stores, more than 3,300 Skechers Company-owned and third-party-owned retail stores, and the Company's e-commerce websites. The Company manages its international business through a network of global distributors, joint venture partners in Asia, Israel and Mexico, and wholly-owned subsidiaries in Canada, Japan, India, and throughout Europe and Latin America. For more information, please visit [about.skechers.com](https://www.about.skechers.com) and follow us on [Facebook](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers), and [Twitter](https://www.twitter.com/skechers).

*This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements 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 be," "will continue," "will result," "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 international economic, political and market conditions including the challenging consumer retail markets in the United States; 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, 2018, and its quarterly report on Form 10-Q for the three months ended September 30, 2019. 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 operations 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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