

February 19, 2019



# Skechers Hits Runway At London Fashion Week

LONDON – 19 February 2019 – The iconic Skechers D’Lites footwear collection stepped onto the runways of Mercedes-Benz London Fashion Week as part of the Autumn/Winter 2019 collections from three celebrated designers. Models wore the global footwear brand’s iconic and retro Skechers D’Lites line during the shows of Jayne Pierson and Pam Hogg, as well as at the Malan Breton event.

The Skechers appearance at Mercedes-Benz London Fashion Week follows its entrance at New York Fashion Week Spring/Summer 2019 as well as runways in Johannesburg, Dubai, Auckland and Berlin. The three designers featuring Skechers D’Lites helped illustrate how the fashion sneaker line easily coordinates with a wide assortment of styles.

“The chunky sneaker phenomenon has been making appearances on runways and in top fashion design houses, so we’re excited that Skechers D’Lites is bringing that buzz and excitement to London,” said Marvin Bernstein, managing partner of Skechers S.à.r.l. “This look has been resonating with trend-focused consumers in the UK, across Europe and around the globe. After a successful launch with *Highsnobity* for our Skechers D’Lites X One Piece collaboration in 2018, we’re seeing the enthusiasm from influencers, designers and fans continuing as style and comfort remain at the forefront in 2019.”

Known for designing bespoke garments for musicians and actors, Welsh designer Jayne Pierson’s edgy collection rocked the runway at Fashion Scout, Freemason’s Hall. Pierson played with graphic leather and faux fur pieces in her carefully crafted designs, which she paired customized Skechers D’Lites 3.0 trainers. The sneakers hit the catwalk embellished with graphic paint and faux fur accents complimenting her designs.

British designer Dr. Pam Hogg has a celebrated history designing for musicians and the SoHo scene dating back to the Eighties. Her Autumn/Winter 2019 collection shown at Fashion Scout, Freemason’s Hall brought her provocative flair to the forefront. Models in skin-tight catsuits, bright monochromatic ensembles and PVC embellishments walked the runway wearing the retro chunky Skechers D’Lites 3.0—some of which were also embellished.

Skechers D’Lites final appearance was in Malan Breton’s elegant collection of exaggerated outlines, tailoring and daring patterns. The Taiwanese designer’s beautifully constructed pieces complimented the period features of The House of St Barnabas venue as well as the jewelled accents on the Skechers D’Lites 3.0 sneakers. The execution of the relationship between chunky street style and straight tailoring was a statement to both the power of the fashion sneaker and the direction of comfort in women’s styling.

Styles from the collection worn last week include selected colourways from the updated Skechers D’Lites 3.0 collection that features an even chunkier outsole.

Skechers pioneered the chunky sneaker look two decades ago with the Skechers Energy for

men and women as well as the Skechers Stamina for men. The style evolved and the Company introduced Skechers D'Lites—a lighter version of its original style—in 2007. Though the collection has always had a dedicated consumer base, popularity accelerated across Asia over the last two years after regional marketing included K-Pop groups. The collection has since been featured on the fashion editorial pages of *Elle*, *Marie Claire* and *GQ*, among others. And in 2017, the Company relaunched an even lighter update of Skechers D'Lites in celebration of its ten-year anniversary. Fashion site *Hypebae* declared D'Lites the “It Shoe of 2018.”

Skechers D'Lites 3.0 at Jayne Pierson fashion show during London Fashion Week. Image courtesy of Alicja Romanowska.

Skechers D'Lites 3.0 at Pam Hogg fashion show during London Fashion Week. Image courtesy of Alicja Romanowska.

### **About Skechers U.S.A., 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 3,000 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 and the Middle East, and wholly-owned subsidiaries in Canada, Japan, India, throughout Europe and Latin America. For more information, please visit [about.skechers.com](http://about.skechers.com) and follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

*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 the Company's annual report on Form 10-K for*

*the year ended December 31, 2017, and its quarterly report on Form 10-Q for the three months ended September 30, 2018. 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 the companies cannot predict all such risk factors, nor can the companies assess the impact of all such risk factors on their respective businesses 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.*