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Skechers Welcomes Actress and Entrepreneur, Sofía Vergara as Newest Brand Ambassador

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Skechers is proud to announce its newest brand ambassador: globally celebrated actress, entrepreneur, and fashion icon Sofía Vergara. Known for her signature style and charismatic presence on and off screen, Vergara joins the Skechers family to help shape the future of fashion meets comfort footwear.

Actress and entrepreneur Sofía Vergara joins Skechers as the brand's newest ambassador, bringing her signature style and confidence to the world of fashion-meets-comfort footwear.

Throughout her career she has received five Emmy and five Golden Globe nominations, most recently for *Griselda*, and in 2025 made history as the first Latina nominated for Outstanding Lead Actress in a Limited or

Anthology Series at the Emmys.

"I don't do anything unless I believe in it – and I truly believe in Skechers," said Sofía Vergara. "I've been wearing Skechers for over a year now, and they've completely changed how I think about sneakers. They're not just comfortable – they're chic, stylish, and easy to wear with everything in my closet. That's what made this partnership feel so natural."

Skechers first caught Vergara's attention not through business talks, but in a mall. After knee surgery left her searching for supportive, stylish shoes, she discovered Skechers on her own – purchasing multiple pairs before learning her team had already been in talks with the brand.

Now, as the latest face of Skechers, Vergara will appear in a new global campaign that celebrates style, versatility and comfort – hallmarks of the Skechers brand. The campaign will spotlight Skechers' iconic Hands-Free Slip-ins® Glide-Step® styles.

"Sofía embodies everything Skechers stands for – bold, confident, and committed to comfort without compromise," said Michael Greenberg, President of Skechers. "She brings a fresh energy to our brand, and her passion for great design will shine through in everything we do together."

With more than 50 million followers and global recognition from Hollywood to Barranquilla, Sofía Vergara adds unparalleled star power to Skechers' legacy of working with beloved figures who resonate across generations.

This collaboration marks the beginning of an exciting new chapter – where effortless fashion and everyday comfort meet in one powerful step forward.

About SKECHERS U.S.A., Inc.

Skechers, The Comfort Technology 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. The Company's collections are available in 180 countries and territories through department and specialty stores, and direct to consumers through [skechers.com](https://www.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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