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Introducing the First Skechers x Joel Embiid Signature Basketball Shoe: SKX JE1

LOS ANGELES--(BUSINESS WIRE)-- Skechers embraces the dominant game of superstar baller Joel Embiid with the new [SKX JE1](#)—the brand's first signature basketball shoe. The style is inspired by the 2023 MVP's non-traditional path to the top of the NBA and designed for his trademark finesse fused with aggressive play.

Philadelphia 76ers superstar Joel Embiid debuts his first signature basketball shoe with Skechers, the SKX JE1.

"I've been working with Skechers on fine-tuning every detail of the SKX JE1 and I'm excited to share it with the world," said Joel Embiid.

"Skechers strives for excellence in performance and comfort, so I couldn't ask for a better partner in creating this signature shoe."

"We've worked side-by-side with Joel building to this moment of his first signature shoe with Skechers—the SKX JE1," said Ben Stewart, vice president, Skechers Technical Performance Division. "The focus throughout the process was innovation in comfort and support to meet the demanding needs of Joel's game. The SKX JE1 is not only the best shoe for Joel, it will help elevate any player's game."

Designed to give elite athletes a competitive edge, the SKX JE1 executes in every way. It offers responsive 5GEN[®] cushioning, a Move Foam[™] insole, and an internal nylon shank for comfort and stability on that crucial "first step" when changing direction on the court. The plush collar and exaggerated heel design highlights the lock needed for explosive and efficient movement.

The Goodyear[®] rubber outsole features an abstract multi-directional traction pattern to deliver clingy grip, enabling you to compete with confidence. This pattern extends to the lightweight breathable mesh upper with a unique protective and supportive 3D-printed silicon lockdown cage. The design represents the harmony in the chaos that Embiid has found through his career, and the storytelling converges with the heel points representing his three keys of life—heritage, sports and family.

Joel Embiid is a Cameroonian-American basketball superstar, NBA Most Valuable Player, two-time scoring champion, and Olympic gold medalist whose mix of power, finesse, and personality has redefined what it means to be the modern big man. Born in Yaoundé, Cameroon, Embiid didn't pick up a basketball until his teens, yet quickly rose to become the number 3 pick in the 2014 NBA Draft. As the face of the Philadelphia 76ers for more than a decade, his dominance on the court and charisma off have made him one of the most magnetic figures in global sports.

Embiid's impact extends far beyond basketball. He founded Miniature Géant—a production company dedicated to telling authentic stories about sports and Africa. Through his

philanthropic initiative IMOA, he also champions grassroots organizations in Philadelphia focused on youth development, education, and violence prevention. A father of two, Embiid brings the same humor, heart and authenticity to everything he does.

Joel Embiid is part of an elite Skechers Basketball roster that includes NBA stars Julius Randle, OG Anunoby, Norman Powell, Isaiah Hartenstein, Terance Mann, Jabari Walker, and Josh Green, as well as Rickea Jackson, Kiki Iriafen, plus 2025 WNBA Champion Jackie Young.

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

The new SKX JE1 and more Skechers Basketball styles are available at Skechers websites, select Skechers stores including the brand's world of sports locations, as well as specialty retailers around the world. Fans can get behind-the-scenes access to Skechers Basketball product launches and more by following @skechersbasketball on [Instagram](#) and [TikTok](#).

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](#) and approximately 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](#).

About The Goodyear Tire & Rubber Company

Goodyear is one of the world's largest tire companies. It employs about 68,000 people and manufactures its products in 53 facilities in 20 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to [www.goodyear.com/corporate](#).

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