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Skechers Hits New York Fashion Week Runways

The iconic Skechers D'Lites footwear collection appears on the runway at seven NYFW shows

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Models walked the runways at seven New York Fashion Week shows this season in Skechers styles from the global footwear brand's iconic and retro Skechers D'Lites line. Declared the "It Shoe of 2018" earlier this year by *Hypebae*, the chunky sneaker style paired perfectly with an eclectic assortment of designer fashion activewear and swimwear collections for Spring/Summer 2019.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180913005308/en/>

Skechers D'Lites on the DFBK: Defend Brooklyn runway during New York Fashion Week. Image courtesy of Getty Images.

"Skechers is the original chunky sneaker dating back nearly two decades, and we love that so many designers are choosing to coordinate Skechers D'Lites with their new collections," said Robert Greenberg, Skechers chief executive officer. "From influencers around the globe to fashion press to the runways this week, Skechers D'Lites is in-demand and on-trend with a uniquely Skechers level of comfort that people love."

The seven shows that featured models wearing Skechers D'Lites include: Hardware LDN, FTL Moda, Mery Playa by Sofia Resing, Tumbler and Topsy by Michael Kuluva, DFBK: Defend Brooklyn, Bonnie Bouche by Angela Simmons, and #Unfiltered by Jessica Abo.

Styles from the collection worn this week include the classic black and white Skechers D'Lites – Biggest Fan as well as select colorways from the Skechers D'Lites X *One Piece* collaboration with the acclaimed anime series.

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.

About Skechers USA, Inc.

SKECHERS USA, Inc., (NYSE: SKX) based in Manhattan Beach, California, 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, 2,715 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, throughout Europe and Latin America. For more information, please visit www.skechers.com and follow us on Facebook ([facebook.com/SKECHERS](https://www.facebook.com/SKECHERS)), Instagram ([Instagram.com/SKECHERS](https://www.instagram.com/SKECHERS)) and Twitter (twitter.com/SKECHERSUSA).

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 June 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.

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