

July 12, 2016



# **SKECHERS Wins Campaign of The Year at The Drapers Footwear Awards**

LONDON--(BUSINESS WIRE)-- SKECHERS USA, Inc. (NYSE:SKX) today announced that the Company won the Campaign of The Year Award at the Drapers Footwear Awards for its Spring 2016 Kelly Brook Skechers Memory Foam campaign. This achievement follows a year when SKECHERS has won multiple top industry awards in the United Kingdom, including Footwear Brand of the Year and Ladies Brand of the Year at the Footwear Industry Awards in February 2016.

“We have loved sharing Kelly’s amazing campaign and her obvious passion for the brand with consumers, and are incredibly honored to receive Drapers’ recognition,” said Peter Youell, managing director of SKECHERS UK Ltd. “These awards are a testament to the strength of the SKECHERS brand in the UK and Ireland, and the ongoing support from our retail partners who reaffirm and elevate SKECHERS as a desired brand in lifestyle and fashion footwear.”

Added SKECHERS chief operating officer and chief financial officer David Weinberg: “Since SKECHERS’ start, our core philosophy has been ‘unseen, untold unsold’ – and we’ve had great success growing our brand worldwide with campaigns that pair compelling product with amazing celebrity ambassadors and aggressively advertising through TV, print, stores and social media. We believe this strategy has helped SKECHERS achieve one of our largest year-over-year dollar gains in the UK, and we look forward to launching many more campaigns for men, women and kids as we expand our reach to more consumers.”

The Drapers Footwear Awards recognize and celebrate outstanding performance, innovation and creativity among retailers, brands and individuals in this fast-paced sector, and SKECHERS won over a strong competitive field that included Jimmy Choo, Sophia Webster, Love Brands and Butterfly Twist.

The prestigious annual awards event was held on Thursday, July 1st at the London Hilton in Park Lane, supported by the British Footwear Association (BFA) and charity partner Footwear Friends.

SKECHERS offers two distinct footwear categories: a lifestyle division which offers comfort-focused trend-right product for men, women and kids including Relaxed Fit, Skechers Memory Foam footwear and the philanthropic line BOBS from SKECHERS, and the Skechers Performance Division which includes Skechers GOrun and Skechers GOwalk footwear.

Celebrity product endorsees for SKECHERS’ collections include multi-platinum recording artists Demi Lovato and Meghan Trainor, actress and model Kelly Brook, TV presenter and runner Charlie Webster, and boxing great Sugar Ray Leonard. In addition, elite marathon champion and Boston Marathon winner Meb Keflezighi, elite runner Kara Goucher, and pro golfers Colin Montgomerie, Russell Knox, Matt Kuchar, Belén Mozo, Billy Andrade and Ashlan Ramsey represent the Skechers Performance Division.

## About SKECHERS USA, Inc.

SKECHERS USA, Inc., 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 160 countries and territories worldwide via department and specialty stores, more than 1,410 SKECHERS retail stores, and the Company's e-commerce website. The Company manages its international business through a network of global distributors, joint venture partners in Asia, and wholly-owned subsidiaries in Brazil, Canada, Chile, Japan, Latin America and throughout Europe. For more information, please visit [skechers.com](http://skechers.com) and follow us on Facebook ([facebook.com/SKECHERS](https://facebook.com/SKECHERS)) and Twitter ([twitter.com/SKECHERSUSA](https://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, the Company's 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 and opening of new stores, the completion of the expansion and upgrade of the Company's European distribution center, 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 uncertainty of sustained recovery in Europe; entry into the highly competitive performance footwear market; 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; 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, 2015 and its quarterly report on Form 10-Q for the quarter ended March 31, 2016. The risks included here are not exhaustive. The Company 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.*

SKECHERS UK/Ireland  
Nicola Zachariades, 01707655955  
[nicolaz@eu.skechers.com](mailto:nicolaz@eu.skechers.com)

Source: SKECHERS USA, Inc.