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**SKECHERS**

# Skechers Returns to New York Fashion Week Appearing on Runways in Seven Shows

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Models walked the runways at seven New York Fashion Week shows this season in Skechers footwear from a selection of the global brand's stylish collections. As part of the Spring/Summer 2020 shows hosted during the 15<sup>th</sup> annual STYLE360 celebrity fashion platform, the third largest athletic lifestyle footwear company in the world showcased its most on-trend and forward styles including iconic chunky heritage Skechers D'Lites sneakers and sandals, Skecher Street, Skechers Sport, as well as the BOBS from Skechers line.



Model Sofia Resing wears Skechers D'Lites at the Mery Playa by Sofia Resing show hosted by Klarna STYLE360 during New York Fashion Week. Photo credit: Tom Concordia.

from the Skechers Sport collection.

Four additional shows that featured select looks in Skechers include: Ydamys Simo (Skechers Kids) plus Chick (Skecher Street) on Monday, September 9; and Garo Sparo (Skecher Street and Mark Nason Los Angeles styles custom embellished for the show by the designer) plus Studio 189 by Rosario Dawson & Abrima Erwiah (BOBS from Skechers vegan styles) on Tuesday, September 10.

Several fashion stars walked the runways in Skechers including *Real Housewives of New York* star Tinsley Mortimer and *America's Next Top Model* finalist Khrystyana for Garo Sparo as well as top model Kara Del Toro from Elite Model Management for Revival Swim.

Three of the seven shows, all occurring on Wednesday, September 11, exclusively featured all models wearing Skechers footwear. 25 looks at Mery Playa by Sofia Resing as well as 16 looks at Revival Swimwear were all in the popular chunky retro Skechers D'Lites sneakers and sandals. And models in the threeASFOUR show wore exclusively customized Ultra Flex and Elite Flex styles

“Last year, we were here with just our Skechers D’Lites collection, and now with so many relevant lines, we’re back at New York Fashion Week with even more styles that pair seamlessly with the beautiful designer swimwear, ready-to-wear, and couture on the runway,” said Michael Greenberg, president of Skechers. “Watching such an eclectic range of our top collections move down the runway proves that there’s a perfect Skechers style for every look. Influencers and fashion press covering New York Fashion Week discovered that Skechers continues to be on-trend and in-style with our signature comfort that people can’t find anywhere else.”

Later this month Skechers returns to Fashion Week runways in London and Milan. The brand has also previously appeared in Budapest, Moscow, Berlin, Johannesburg, Dubai, Auckland and Tel Aviv.

Skechers footwear collections for men, women and kids are available in Skechers retail stores, online at [skechers.com](http://skechers.com), as well as department stores and footwear retailers around the globe.

### **About SKECHERS USA, 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 3,170 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, Israel and Mexico, and wholly-owned subsidiaries in Canada, Japan, India, and 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](#).

### **About STYLE360**

Throughout their 15-year run, STYLE360 has been responsible for launching the fashion careers of some of the biggest names in the industry including; Kim Kardashian, Eva Longoria, Adam Levine, Ashley Graham, Kristin Cavallari, Rodarte, Alice & Olivia, Daisy Fuentes, and more since their inaugural showing back in 2004. Top models who have also graced the STYLE360 runway include Kendall Jenner, Kylie Jenner, Naomi Campbell, Camille Kostek, Jessica White, Jordyn Woods and Carol Alt to name a few.

*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 Skechers' annual report on Form 10-K for the year ended December 31, 2018, and its quarterly report on Form 10-Q for the three months ended June 30, 2019. 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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