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Skechers Opens Retail Store in Disneytown at the Shanghai Disney Resort



MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Global footwear powerhouse brand Skechers has landed at one of the most exciting destinations in China—opening a Skechers flagship retail store in the Disneytown shopping district at the Shanghai Disney Resort. The new Skechers Kids Brand Experience store, which opened on October 20, is the first Skechers retail location at a Disney resort property.

“Adding Disneytown to our portfolio is a seminal moment for our retail business,” said Michael Greenberg, president of Skechers. “This amazing location is front and center in the middle of the action at Disneytown and offers a unique opportunity to expose a wide range of consumers to our Skechers Kids product. Our footwear and apparel collections for boys and girls are filled with innovation and fun styles that continue to resonate within China and around the globe. This unique Skechers Kids store illustrates how we adapt to a location so that we can connect with consumers in new and exciting ways to elevate the shopping experience.”

“Our new location at the Shanghai Disney Resort really is a perfect fit as visitors experience the whimsical joy offered by both the theme park and our products,” added Willie Tan, CEO of Skechers China Limited, the Company’s joint venture. “Moving forward, we expect to



Playful interior of China's largest Skechers Kids store, which is now open in Disneytown at the Shanghai Disney Resort. (Photo: Business Wire)

earth.”

More than 11 million people visit the Shanghai Disney Resort annually and the colorful Skechers Kids Brand Experience store is located in the high-traffic center of the Disneytown shopping district. It features a design that's inspired by the fairytale atmosphere of the Disney resort for a fun shopping experience for kids of all ages. At 258 m² (2,777 ft²), it's the largest stand-alone Skechers Kids store in China, and offers a vast range of collections from light-up and playful styles to lightweight athletic sneakers. The store also offers an adult area with coordinated parent-child styles and clothing.

The new store at Disneytown is among more than 1,000 Skechers retail stores operating in China. There are more than 3,300 Skechers destinations around the globe, including flagship locations like New York's Times Square, Covent Garden in London, and Harajuku in Tokyo.

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 3,300 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 and follow us on [Facebook](https://www.facebook.com/skechers), [Instagram](https://www.instagram.com/skechers), and [Twitter](https://www.twitter.com/skechers).

leverage the power and value of this location as a showpiece for our children's collections. Local Chinese consumers and international tourists love the range of footwear and apparel that Skechers offers for boys and girls, and destination flagship stores like this one create wonderful shopping experiences that keep the Skechers brand in their minds as they visit one of the happiest places on

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