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Skechers and Artist James Goldcrown Collaborate on New Collection

Skechers x JGoldcrown Collab Features Iconic Love Wall Designs on a Range of Footwear for Women and Girls as well as Apparel for Women

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- Get ready to feel the love. Launching in time for Valentine's Day, internationally renowned muralist James Goldcrown brings his iconic Love Wall heart designs to the Skechers x JGoldcrown global collaboration. The artist's colorful and inspiring prints will be featured on a range of lifestyle products for women and girls—with the initial launch including Skechers Uno fashion sneakers, '90s retro Skechers Roadies sneakers, and BOBS from Skechers canvas slip-ons and sandals. Additional styles as well as an apparel collection will launch later.



The Skechers x JGoldcrown collaboration features iconic Love Wall designs on a range of footwear for women and girls. (Photo: Business Wire)

always spread the message of love by helping kids and shelter pets.”

“Skechers gave me a lot of creative freedom when we were developing this footwear and apparel collection featuring the signature hearts from my Love Walls,” said Goldcrown. “We started on canvas originally, and then digitized the art to move it around the shoe for the perfect look. I think it’s a great time for this collaboration with everything that is going on in the world. Something as simple as a heart can really touch people—so hopefully we will spread some love.”

Born in West London, James Goldcrown is a self-taught muralist, artist and photographer

“James Goldcrown’s message of love and positivity is exactly what the world needs right now, and bringing his uplifting designs to our brand is something that we know Skechers fans everywhere will appreciate,” said Michael Greenberg, president of Skechers. “We’re excited to feature these iconic prints on styles from several of our divisions including our BOBS from Skechers charity collection that has

now based in New York and Los Angeles. Goldcrown broke into the fashion photography world at age 17 and seven years later found himself in Africa filming the documentary *To Die No More* about the AIDS/HIV epidemic. He eventually found new inspiration from his street art roots and the internationally recognized Love Wall premiered at Miami Basel in 2015. His instagrammable murals have achieved cult status with 50K+ #Lovewall public hashtags. Goldcrown works with brands in the lifestyle, restaurant, beauty and fashion industries with his iconic design appearing in cities around the world.

Initial styles in the Skechers x JGoldcrown collection for women and girls are now available at [Skechers.com](https://www.skechers.com), are launching in Skechers retail stores on February 4th, and will debut in select international Skechers stores on Valentine's Day. Additionally, the product will be available at leading account partners around the world. The apparel collection will launch later, and the collaboration will expand with more designs—including styles from the Women's Performance and Women's Sport and Foamies divisions—arriving in the spring and fall.

For an inside look video at James Goldcrown's inspiration behind his iconic Love Wall hearts and the Skechers capsule, visit [here](#).

About SKECHERS USA, Inc.

Based in Manhattan Beach, California, Skechers 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 the United States and over 170 countries and territories via department and specialty stores, and direct to consumers through 3,770 Company- and third-party-owned retail stores and 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, Europe and Latin America. For more information, please visit about.skechers.com and follow us on [Facebook](#), [Instagram](#), [Twitter](#), and [TikTok](#).

This announcement contains forward-looking statements that are made pursuant to the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements may 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 the disruption of business and operations due to the COVID-19 pandemic; 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, 2019 and its quarterly report on Form 10-Q for the three months ended September 30, 2020. More specifically, the COVID-19 pandemic has had and is currently having a significant impact on Skechers' business, financial conditions, cash flow and results of operations. Forward-looking statements with respect to the COVID-19 pandemic include, without limitation, Skechers' plans in response to this pandemic. At this time, there is significant uncertainty about the COVID-19 pandemic, including without limitation, (i) the duration and extent of the impact of the pandemic, (ii) governmental responses to the pandemic, including how such responses could impact Skechers' business and operations, as well as the operations of its factories and other business partners, (iii) the effectiveness of Skechers' actions taken in response to these risks, and (iv) Skechers' ability to effectively and timely adjust its plans in response to the rapidly changing retail and economic environment. Taking these and other risk factors associated with the COVID-19 pandemic into consideration, the dynamic nature of these circumstances means that what is stated in this press release could change at any time, and as a result, actual results could differ materially from those contemplated by such forward-looking statements. 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 we cannot predict all such risk factors, nor can we assess the impact of all such risk factors on our business 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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