

April 1, 2025



# Elite Goalkeeper Misa Rodríguez Signs With Skechers

## *The Star Player is Competing in Skechers Football Boots*

MADRID--(BUSINESS WIRE)-- Skechers Football continues building its world-class roster by signing the brand's first elite Spanish female player—Misa Rodríguez, goalkeeper for Real Madrid CF and a member of the championship-winning 2023 Spanish National Team. Rodríguez, who has been playing in Skechers Football boots since last year, will also appear in marketing campaigns as an ambassador for the brand.



Real Madrid goalkeeper Misa Rodríguez signs with Skechers and competes in Skechers SKX\_1.5 Elite boots.

**Madrid**, her current team. As for the National Team, her official debut was in 2021, and in 2023, she was part of the team that became World Cup champions. Her ability in goal has made Misa go from being a promising young player to one of the great goalkeepers of her generation.

"I am honored to be the first Spanish female football player to represent this brand, which is growing and will be one of the best in the world of football in a short time due to the comfort and quality of the boots and its brand in general," said Misa Rodríguez, who competes in the Skechers SKX\_1.5 Elite boot.

"We are very proud to have a player like Misa in the Skechers Football family, who, among many characteristics, stands out for her confidence, leadership, strength, and precision," explains Txerra Díaz, Country Manager of Skechers. "We continue to strengthen our position in the sport with a product of exceptional quality, already recognized for offering a technicality and comfort that allow for better and greater performance on the field."

**Misa Rodríguez** is a world-class goalkeeper, recognized for her brilliant career in Spanish football and international competitions. Throughout her career, she has worn the jerseys of **Club Atlético de Madrid, Real Club Deportivo de La Coruña and Real**

With this signing, Misa Rodríguez joins the family of Spanish players who are already part of the Skechers Football team, such as Isco Alarcón from Real Betis B alompié, Iker Losada from Celta de Vigo, Antonio Sánchez from Real Mallorca, and Pere Milla from Espanyol, among others.

Skechers Football has three Elite models for men and women in a range of colorways including in the recently launched **Electrum Pack**. The **Skechers Razor** is a lightweight speed boot with an explosive track-inspired design to maximize acceleration and energy return. It features a carbon-infused soleplate for responsive power and agility during play. The **SKX\_1.5** is ideal for striking the ball with a custom last meticulously crafted to optimize comfort and deliver a perfect fit for enhancing touch on the field. Both boots are available in a standard low-profile version and the SKX\_1.5 is also available in a high-top version.

The new Skechers **Electrum Pack** is also available in a range of Academy boots, perfect for all levels of play, as well as boots for kids. Both ranges are available in additional colorways with options for both playing on firm ground and turf pitches.

Skechers Football launched at the start of the 2023/24 season when the brand signed Bayern Munich striker Harry Kane as the first pro to compete in the boot. In addition to the brand's athletes in Spain, the Skechers elite football roster includes winger Baris Alper Yilmaz from the Turkey National Team, West Ham United and Ghana National Team winger Mohammed Kudus, Arsenal and Ukrainian National Team defender Oleksandr Zinchenko, and Nottingham Forest and Swedish National Team forward Anthony Elanga, as well as additional men's and women's professional athletes globally.

Beyond football, the Skechers team of elite athletes competing in the brand's performance footwear includes basketball stars Joel Embiid, Julius Randle, Terance Mann, Norman Powell, and Rickea Jackson; golfers Matt Fitzpatrick and Brooke Henderson; pickleball pros Tyson McGuffin and Catherine Parenteau; and Major League Baseball players Clayton Kershaw and Aaron Nola, among others.

The Skechers Football collection is available at Skechers websites, select Skechers retail stores, as well as specialty football retailers worldwide such as Fútbol Emotion in Spain. Football fans can get behind-the-scenes access to Skechers Football product launches and more by following @skechersfootball on [Instagram](#) and [TikTok](#).

### **About Skechers USA Iberia, S.L. and SKECHERS U.S.A., Inc.**

Skechers USA Iberia, S.L. is a subsidiary of Skechers U.S.A., Inc. (NYSE:SKX), The Comfort Technology Company<sup>®</sup> based in Southern 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 180 countries and territories through department and specialty stores and direct to consumers through [skechers.com](#) and approximately 5,300 Skechers retail stores. A Fortune 500<sup>®</sup> company, Skechers manages its international business through a network of wholly-owned subsidiaries, joint venture partners, and distributors. For more information, please visit [about.skechers.com](#) and follow us on [Facebook](#), [Instagram](#), [X](#), and [YouTube](#).

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Source: Skechers USA Iberia, S.L.