

# SKECHERS®

## THE MARKET

A three billion-dollar plus global leader in the high performance and lifestyle footwear industry, SKECHERS USA, Inc. designs, develops and markets more than 3,000 styles for men, women and children. The company offers two distinct footwear categories: a lifestyle division and the SKECHERS Performance division. The company also makes a wide range of dynamic kids' shoes marketed with a cast of animated characters for boys and girls.

### Lifestyle Brands

SKECHERS USA category of "black and brown" casuals, dress casuals, relaxed fit shoes with memory foam, seasonal sandals and boots and casual low-profile fusion styles.

SKECHERS Sport footwear for men and women features SKECHERS Memory Foam insoles, lightweight designs, flexible outsoles and soft uppers such as bio-engineered mesh, soft knit fabrics, and stretchable woven materials. Often featuring bright colors, these sneakers and slip-ons offer an athletic look for everyday wear.

SKECHERS Active sneakers for active females designed with various uppers and closures. Select sporty low-profile styles have SKECHERS Memory Foam insoles under the names Sport Active, Sport Flex, and Relaxed Fit from SKECHERS.

BOBS from SKECHERS espadrilles, vulcanized shoes and BOBS at Home slippers are designed for young women and girls. SKECHERS gives new shoes to kids in need worldwide when consumers buy BOBS, and has donated more than 13 million pairs to date.

The SKECHERS Kids line includes infants', toddlers', boys' and girls' boots, shoes and sneakers backed by a cast of characters: lighted shoes like S-Lights, Hot Lights by SKECHERS and Luminators by SKECHERS; stylish SKECHERS Cali for Girls; breathable Airators by SKECHERS; easy closures like SKECHERS Super Z-Strap and Elastika by SKECHERS; spinning Bella Ballerina by SKECHERS shoes, bejeweled Twinkle Toes by SKECHERS;

lightweight Air-Mazing by SKECHERS for older boys; the super fun and interactive Game Kicks; washable Foamies by SKECHERS; and SKECHERS GOrun and SKECHERS GOwalk for boys and girls, takedowns of their popular SKECHERS Performance styles.

Designed for men and women with jobs that require certain safety requirements, SKECHERS Work casuals, field boots, hikers and athletic shoes have protective features like safety toe, electrical hazard, waterproof and slip-resistant technologies. The line undergoes industry testing standards and incorporates designs from the other SKECHERS men's and women's lines to offer SKECHERS styling on the job and off.

### SKECHERS Performance brands

SKECHERS Performance is a collection of technical footwear designed with a focus on a specific activity to maximize performance and promote natural motion.

Designed for serious and recreational runners, the SKECHERS GOrun category includes lightweight, flexible SKECHERS GOrun 4 running shoes; SKECHERS GOrun ride 5 with enhanced cushioning; SKECHERS GOrun Ultra with maximum cushioning, and SKECHERS GOMeb Speed 3, the high-performance racing shoe worn by elite marathon runner Meb Keflezighi.

SKECHERS GOwalk is designed for walking and casual wear, and offers performance features in a comfortable slip-on. SKECHERS GO FLEX Walk features a unique articulated outsole. Additional SKECHERS Performance shoes include SKECHERS GOtrain for the gym and intense workouts; and SKECHERS GO GOLF designed with innovative features for stability and comfort on the golf course.

In the Middle East market alone, SKECHERS sold more than five million pairs of shoes last year.

With more than 1,300 stores across six continents and a presence in accounts all over, efficient distribution methods and regional as well as global celebrities and events, SKECHERS

rapidly gets its thousands of styles in the hands of consumers everywhere.

With more than 3000 styles spanning their lifestyle and performance footwear categories, SKECHERS has built a solid foundation for growth and their portfolio of brands is stronger than ever. They plan to continue to build their presence worldwide over the next several years with their growing network of subsidiaries, global and regional celebrities and growing product offering

## ACHIEVEMENTS

SKECHERS has had much recognition in the footwear and business industries – from being anointed "The Hottest Act in Shoe Biz" on the cover of Forbes, one of America's most prestigious business magazines, to winning Footwear Plus magazine's Company of the Year award seven times and the Footwear News Company of the Year award twice.

In 2013, they won "Excellence in Children's design" and "Excellence in running design" award from Footwear News. SKECHERS through its innovative product offering has become the number two brand in America second only to NIKE.

SKECHERS is the first brand to successfully sell such a diverse range of lifestyle footwear to so many worldwide. The SKECHERS Performance division was also named the official footwear and apparel sponsor at the Chevron Houston Marathon and the title sponsor for the Los Angeles Marathon. Through BOBS from SKECHERS line, they have donated more than 13 million pairs of shoes to children over the world.

## HISTORY

The company started in 1992 with around a dozen employees in a beach house on Southern California's Manhattan Beach with a single utility boot that became hugely successful in the 1990's grunge era – and expanded from there. They started with a single look. And now over 20 years later, they offer more than 3000 styles of lifestyle and performance products across their various divisions.

The brand's core vision has been the same since day one and every year they believe more and more people around the globe are embracing SKECHERS.

## PRODUCT

SKECHERS lifestyle footwear collections are designed to offer trend-right, high-quality product for men, women and kids worldwide – and SKECHERS Performance Division offers the latest performance technology to serious athletes and enthusiasts. With thousands of designs, there's truly a look, style and attitude for everyone.

SKECHERS shoes are supported with dynamic points of purchase that not only drive people to their displays in-store, but also showcase the latest technology and encourage consumers to experience the product. They also design their packaging in tandem with their POP so consumers can take the SKECHERS experience home.





## RECENT DEVELOPMENTS

SKECHERS believes in the motto "Innovate to Elevate" across the various categories within the company.

- Relaxed Fit from SKECHERS is a line of trend-right casuals with a wider toe box for men and women who want all-day comfort without compromising style. Characteristics of the line include comfortable outsoles, SKECHERS Memory Foam insoles and quality leather uppers.
- SKECHERS Memory Foam styles are designed with a high volume memory foam insole that will contour to your foot and provide greater comfort. The lightweight and ultra-soft looks also feature a flexible outsole and soft uppers, some of which feature bio-engineered mesh.
- SKECHERS Performance is a collection of technical footwear designed with a focus on a specific activity to maximize performance and promote natural motion
- SKECHERS GOrun 4 is the latest update to the ongoing collection of lightweight, flexible running shoes that features a midfoot strike design for efficient running a natural running feel. SKECHERS GOrun Ride 5 features a similar design with enhanced cushioning for elevated comfort and support. SKECHERS GOrun ultra offers maximum cushioning with the most support making it perfect for distance or recovery runs. SKECHERS GOrun Speed 3 is the high-performance racing shoe worn by elite marathon runner Meb. These



flagship lines as well as other SKECHERS GOrun products are marketed to serious runners and recreational runners alike.

• SKECHERS GOwalk is designed for walking and casual wear, and offers performance features in a comfortable casual slip-on. The product line features a lightweight and flexible design to promote natural foot movement when walking. SKECHERS GO FLEX Walk features an innovative articulated outsole that is fully segmented to move with your foot.

The Company passed 1,300 stores this year. Currently in this region, they have up to 84 stores and they have opened SKECHERS stores, not just in

the GCC but also in the Levant, Eastern Europe and Africa. They now have SKECHERS stores in UAE, Oman, Bahrain, Qatar, KSA, Kuwait, Lebanon, Jordan, Egypt, Mauritius, Kenya, Georgia, Armenia, Angola, Libya, Nigeria, Zimbabwe, Tunisia and Namibia.

SKECHERS recently partnered with Jakks to feature their kids' shoes in children's toys like Cabbage Patch Kids and miWorld, a fantastic opportunity for the brand. They also are prominent sponsors of high-profile events such as the Chevron Houston Marathon and LA Marathon.

Celebrity product endorsees for SKECHERS' collections include world-famous drummer Ringo Starr, multi-platinum recording artist Demi Lovato, and Meghan Trainor; model and actress Kelly Brook, TV personality Brooke Burke-Charvet, and boxing great Sugar Ray Leonard. In addition, elite marathon champion and Boston Marathon winner Meb Keflezighi, elite runner Kara Goucher, and pro golfers Matt Kuchar, Belén Mozo, Colin Montgomerie, and Billy Andrade represent the SKECHERS Performance Division

## PROMOTION

SKECHERS is a marketing machine that believes in the motto, "Unseen, Untold, Unsold." They promote their products through a 360 degree marketing approach spanning print, TV, outdoor, in-mall, electronic and social media platforms.

SKECHERS have commercials on Orbit Showtime Network which air across the GCC, Levant and North Africa. This combined with sponsorship of shows on OSN aired at the same time as the US helps cement the brand-building process.

They have also initiated grassroots marketing programmes where they work closely with athletic departments of schools and local running groups to identify athletic talent and develop them. They seed products with their "mini brand ambassadors" in schools, and promote the brand in the running community.

They have locally signed on Ismail Ssenyange as a local brand ambassador for the SKECHERS performance division. Ismail has won numerous 10Ks and half marathons in the region and he finished 2nd in the 2013 San Francisco Marathon. One of the driving forces in their marketing for SKECHERS Performance is the slogan, GO LIKE NEVER BEFORE for their GO product – and this philosophy has been embraced around the world.

More recently in the 2016 SKECHERS Performance Los Angeles Marathon, the US team based their advertising campaign around #HAVEAFASTDAY, launching apparel and limited edition shoes for the marathon, and furthering the success of the SKECHERS GO range.

They connect with their consumers through

banner ads, eblasts, email newsletters, reward programs with which they promote their product, and social media sites like Facebook, Twitter, Pinterest and Instagram – where they offer periodic online contests to build buzz about their brands. Through the online medium, they interact with their customers, post product reviews and gather feedback from their customers in order to enhance their SKECHERS experience

## BRAND VALUES

SKECHERS footwear reflects a combination of style, quality and value that appeals to a broad range of consumers. SKECHERS offers consumers a vast array of fashionable footwear that satisfies their active, casual, dress casual and athletic footwear needs. Their core consumers are style-conscious men and women who are attracted to their youthful brand image and fashion-forward designs; athletes and fitness enthusiasts attracted to their performance footwear; and kids who love stepping into the latest innovations, from flashing lights to shoes that spin.

They want customers to enjoy the complete SKECHERS experience: from access to the latest trends and innovative technology, to exposure to their dynamic marketing and the growing breadth of their brand. The brand offers progressive quality, styling, comfort and affordability.

Offering a diverse range of product designed for every consumer: be it styles for fashion mavens, boys and girls who love their product and the characters associated with the kids' range, and marathon runners in search of innovative running technology.

SKECHERS do this by offering a great range of product, targeting their marketing across all channels, and making their styles accessible to consumers in an ever-growing number of stores around the world

[www.appareluae.com](http://www.appareluae.com)



## THINGS YOU DIDN'T KNOW ABOUT SKECHERS

- SKECHERS' very first footwear style was the Cascades logger boot.
- Britney Spears was SKECHERS' first international celebrity endorsee.
- Past SKECHERS endorsees include reality star Kim Kardashian, Marvel action hero Robert Downey, Jr., country singer Carrie Underwood, and songstress Christina Aguilera.
- SKECHERS' North American distribution center can ship more than 100 million pairs every year.
- More than 120 countries and territories sell SKECHERS product.
- SKECHERS shoes are sold on every continent except Antarctica.
- The SKECHERS brand launched in 1992.
- The name SKECHERS means a kid who can't sit still.
- SKECHERS has even had a TV series called Zevo-3 on Nickelodeon.
- Meb was the first American in 31 years to win the Boston Marathon in 2014 – and he did it in Skechers GOrun Speed shoes.