

# SKECHERS®

## TRENDING SINCE '92

**1992**

Skechers launches its first shoe: a men's logger boot at the height of grunge.



**1995**



Skechers becomes a hot sneaker trend with the Roadies shoe.

**1997**



**SKECHERS Kids**

Boys and girls get their very own collection with Skechers Kids.

**1998**

The brand launches two collections: **Skechers USA** casuals and **Skechers Sport** athletic.

**SKECHERS USA**



**1999**

Oops... Skechers did it again. **Energy** sneakers are a global success.

**SKECHERS SPORT**



**2001**

The Skechers **Grand Prix** casual becomes a men's must-have.



**2002**

The daily grind looks good with **Skechers Work** utility and service shoes.

**SKECHERS WORK FOOTWEAR**



**2004**

Bikers are out of the bottle.



**2007**

Skechers infuses a little SoCal spirit with sunny **Skechers Cali**.

**SKECHERS CALI**

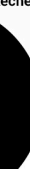


**2012**

Skechers explodes with the success of **Skechers GOwalk**.



**skechers GOwalk**



**skechers GOrun**

**2013**

A new era of comfort begins with **SKECHERS MEMORY FOAM**.



**2015**

**Relaxed Fit** drives home the comfort story for men and women.

**RELAXEDFIT SKECHERS**



**2016**

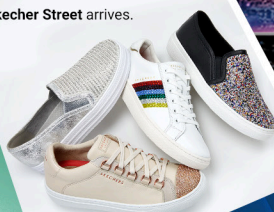
**Energy Lights** launch the brand's rechargeable shoe revolution.

**ENERGY LIGHTS BY SKECHERS**



**2017**

**Skecher Street** arrives.



**2018**

A decade after the original **D'Lites** sneaker, its retro revival covers the world.



From men's logger boots in '92 to women's sneakers in '95, kids' styles in '97 and performance shoes in 2011, SKECHERS is a one-stop shop for the world.