

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.

1998

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

SKECHERS USA



1997

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

SKECHERS Kids



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.



2011

Skechers races (and wins) with its new **Skechers GOrun** shoes.



2012

Skechers corners the walking market with **Skechers GOwalk**.



2013

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



2002

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

SKECHERS WORK FOOTWEAR



2004

Bikers are out of the bottle.

SKECHERS -CALI-



2016

A leader since '98 in lighted shoes, Skechers charges ahead with new innovations.



2015

Born to help kids in need, **BOBS** expands to save shelter animals' lives.



2017

Skecher Street arrives.



2019

Skechers' iconic **Energy** and **Stamina** sneakers continue the retro revolution.



2018

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



2020

The brand's fit story expands: from **Classic** to **Relaxed, Wide** and now **Arch Fit**.



From logger boots in '92 to today's retro trends and comfort innovations, Skechers is a one-stop shop for men, women and kids.