

SKECHERS®

TRENDING FOR 30 YEARS

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

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



1998

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



1999

Oops... Skechers did it again. Energy is a global success.



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 -CALI-



2004

Bikers pick up speed.



2007

Skechers infuses a little SoCal spirit with sunny Skechers Cali.

2011

Skechers races (and wins) with its Skechers GORun.



2012

Skechers explodes with the success of Skechers GOWalk.



2013

A new era of comfort begins with SKECHERS MEMORY FOAM



2015

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



2016

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



2018

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



2019

Skechers' iconic Energy and Stamina continue the retro revolution.



2020

Max Cushioning takes comfort to the max!



2021

The brand's Fit story expands - from Classic to Relaxed, Wide, Stretch and Arch Fit.



2022

Our Planet Matters with recycled materials are good for your feet, good for the world.



An iconic lifestyle brand for generations.
The Comfort Technology Company™ for the world.