

# SKECHERS®

## DECADES OF COMFORT & STYLE

1992

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



1995



1998

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



1997

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



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.

2012



Performance expands with Skechers GO WALK and GO GOLF.

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.



SKECHERS CALI

2011

Skechers races (and wins) with Skechers GO RUN.



2007

Skechers infuses a little SoCal spirit with sunny Skechers Cali.



2004

Bikers pick up speed.



2017

Skechers Street arrives.



2018

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



2020

Max Cushioning takes comfort to the max!



2022

Skechers Pickleball dominates the court.



2021

The Fit story expands – from Classic to Relaxed, Wide, Stretch, and Arch Fit.



2024

Technical performance expands with basketball and global football.



2023

Hands Free Slip-ins makes it easier than ever to step in and go.



The Comfort Technology Company®