



SCOTLAND



NEW YORK

A one-stop shop that delivers the ultimate Skechers consumer experience.



ENGLAND



HAWAII

COMPANY-OWNED RETAIL



skechers
performance

MARK NASON
SKECHERS



There's a style for every consumer and occasion at Skechers retail.



NEVADA

COMPANY-OWNED RETAIL

RETAIL PARTNERSHIPS

Our distributors, joint venture partners and franchisees around the world operate more than 825 third-party Skechers retail stores. Those who open Skechers locations never stand alone, as every Skechers store is backed by an industry leader with extensive marketing assets, merchandising know-how, and operational efficiencies. Combining our resources with on-the-ground insight from local experts is the key to opening and operating profitable footwear retail stores in any region.



SWEDEN



TURKEY

RETAIL PARTNERSHIPS

DISTRIBUTOR AND JOINT VENTURE STORES

International partners that distribute our product open Skechers retail stores worldwide: living catalogues that build consumer demand and grow their wholesale business.





Every store is a brand-building ambassador.



DISTRIBUTOR AND JV RETAIL



SKECHERS

سكيتشرز



KUWAIT

Share in this success. Our retail model. Your Skechers store.

SKECHERS



INDONESIA

SKECHERS



MEXICO

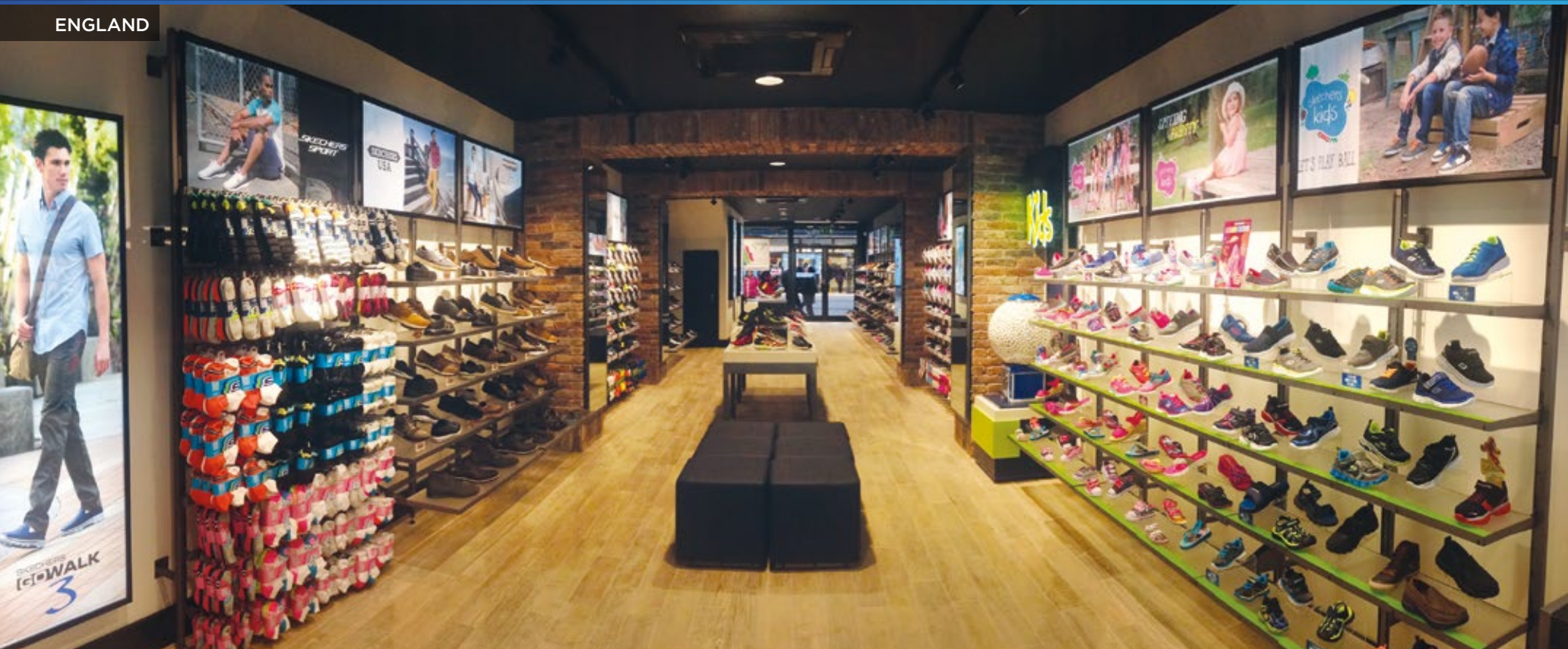
DISTRIBUTOR AND JV RETAIL

SKECHERS RETAIL FRANCHISING PROGRAM

Skechers knows retail merchandising.

- Innovative and comprehensive product collections to suit regional climates and trends as well as global initiatives; localized assortment available
- Purchasing sessions and presentations on the local and global level conducted by the Skechers product team
- Information-based merchandising sourced from our own store sales data, trend research, and experience for inventory management and planning

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Franchisee responsibilities:

- Knowledge and merchandise experience that pinpoints local preferences
- A buying/planning system to place initial, replenishment and seasonal orders



TAIWAN



GERMANY

SKECHERS RETAIL FRANCHISING PROGRAM

Skechers invests in brand awareness to drive sales.

- Skechers-approved artwork and media provided to keep messaging in tune with global campaigns
- Flexibility offered for custom marketing with translated artwork that speaks more directly to local consumers
- Targeted in-store messaging that helps guide consumers through extensive product lines
- Monthly and seasonal visual merchandising guidance



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SPAIN

Franchisee responsibilities:

- Contribute advertising and marketing that drives traffic to stores
- Provide quarterly local marketing calendar and strategies
- Understanding of localized retail standards
- Adherence to Skechers brand retail guidelines

