SKECHERS has had much recognition in the competitive footwear and business industries, earning the mantle of "The Hottest Act in Shoe Biz" on the cover of Forbes, one of America's most prestigious business publications. The company has been honored with the "Company of the Year" award five times. In October, SKECHERS won the Footwear News Company of the Year award for 2014. In 2013, they were honored with the "Excellence in Children’s design" and "Excellence in running design," awards from Footwear News. SKECHERS GOwalk won the Brand of the Year from Footwear News.

SKECHERS through its innovative product offering has elevated the company to the number two brand in America, second only to Nike. SKECHERS is the first brand to successfully sell such a diverse range of lifestyle footwear to so many worldwide. The SKECHERS Performance division was named the official footwear and apparel sponsor at the Chevron Houston Marathon. Through Bobs from SKECHERS, the company has donated more than ten million pairs of shoes to children over the world.

Historically, SKECHERS has graced the cover of every continent. They have donated more than five million pairs of shoes to children over the world.

SKECHERS is a line of stylish and comfortable shoes designed for women who want all-day comfort without compromising style. Characteristics of the line include comfort, cushioning, and style. The line includes a variety of categories: a lifestyle division and the SKECHERS Performance Division. The company also makes a vast array of lifestyle footwear to so many worldwide. The SKECHERS Performance Division has signed on to numerous PAIGA TOUR and pro golfer Matt Kuchar, currently ranked #5 in the world, as the first brand ambassador and face of the SKECHERS GoGolf line.

The company hit the 1,000 store mark in November 2014. Currently in this region, they have 60 retail stores and this will increase to 84 stores by March 2015. SKECHERS now have stores in UAE, Oman, Bahrain, Qatar, Kuwait, Lebanon, Jordan, Egypt, Mauritius, Kenya, Georgia, Armenia, Angola, Nigeria, Zimbabwe, Tunisia and Nambia.

SKECHERS Performance has a collection of running, walking, and casual wear, and offers performance features in a comfortable slip-on. SKECHERS on-the-go footwear fuses iconic designs and premium materials with SKECHERS Performance technologies for comfort and style. SKECHERS GOwalk is designed for walking and casual wear and offers performance features in a comfortable casual slip-on. SKECHERS on-the-go footwear fuses iconic designs and premium materials with SKECHERS Performance technologies for comfort and style. SKECHERS GOwalk is designed for walking and casual wear and offers performance features in a comfortable slip-on. SKECHERS on-the-go footwear fuses iconic designs and premium materials with SKECHERS Performance technologies for comfort and style.

PROMOTION SKECHERS is a marketing machine that believes in the motto, “Louese, Urrad, Unkill”! They promote their products through a 360 degree marketing approach spanning print, TV, outdoor, digital and social media platforms.

SKECHERS have commercials on Orbit Showtime Network which airs across the GCC, Levant and North Africa. This, combined with sponsorship of shows like The Voice on OSN aired at the same time as the US helps cement the brand-building process.

They have also initiated grassroots marketing programmes where they work closely with athletic departments of schools and universities to identify athletic talent and develop them. They sell products with their “mini-brand ambassadors” in schools, and promote the brand in the running communities.

SKECHERS have locally signed on Ismael Sangare as a local brand ambassador for the performance division. Ismael has won numerous (14) and half marathons in the region and recently he finished second in the 2013 San Francisco Marathon.

One of the driving forces in marketing for SKECHERS Performance is the slogan, “GO LIKE NEVER BEFORE” for their GO product.

More recently in the 2014 Boston Marathon, Matt Kuchar completed the 26.2 mile course in 3 pairs of SKECHERS GoMeb Speed 3 running shoes. SKECHERS connect with their customers through banner ads, eblasts, email newsletters, recent programmes and social media sites like Facebook, Twitter, Pinterest and Instagram – where they offer periodic onsite contests to find buzz about their brands. Through the online medium, they interact with customers, post product reviews and gather feedback from customers in order to enhance their SKECHERS experience.

BRAND VALUES SKECHERS brand is a reflection of a combination of style, quality and value that appeals to a broad range of consumers. SKECHERS offers consumers a vast array of fashionable footwear that satisfies their active, causal, dress casual and athletic footwear needs. SKECHERS dress shoes are style-conscious men and women who are attracted to the youthful brand image and fashion-forward designs; athletic and fitness enthusiasts attracted to the performance footwear; and kids who love stepping into the latest innovations, from flashing lights to shoes that show off their latest trends and innovative technology to expose to dynamic marketing and the growing breadth of their brand. The brand offers progressively stylish comfort and affordability.

Offering a diverse range of products designed for every consumer: be it styles for fashion mavens, boys and girls who love their product and the characters associated with the kids' range, and marathon runners in search of innovative running technology.

SKECHERS do this by offering a great range of product, targeting their marketing across all channels, and making their styles accessible to consumers in an ever-growing number of stores around the world.

SKECHERS USA Inc designs, develops and markets more than 3,000 styles for men, women and children. The company offers two distinct footwear categories: a lifestyle division and the SKECHERS Performance division. The company also makes a wide range of dynamic, kids shoes marketed with a cast of animated characters for boys and girls.

Lifestyle Brands SKECHERS USA Inc category of “black and brown” casual shoes, casual releases flip shoes with memory foam, satin sandals and boots and casual low-profile fusion styles.

SKECHERS Sport footwear for men and women, from SKECHERS Memory Foam moxies, SKECH-Keen and Stretch Wear by SKECHERS, to classic and lightweight styles, sandals and boots.

SKECHERS Active, sneakers for active females. Select sporty low-profile styles have SKECHERS Memory Foam Romeo model uses the range.

SKECHERS Sport Active, Sport Flex, and Relaxed Fit from SKECHERS.

BOBS from SKECHERS exploits, volumised shoes and BOBS at Home slippers are designed for young women and girls.

SKECHERS Kids line includes infants', toddlers’, boys and girls' boots, shoes and sneakers backed by a cast of characters bitted like S-Lights, which have protective features like safety toe, electrical hazard, waterproof and slip-resistant technologies. The line undergoes industry testing standards and incorporates designs from the other kids and men's and women's lines to offer SKECHERS styling on the job and off.

SKECHERS Performance brands SKECHERS Performance is a collection of technical footwear designed with a focus on active duty to maximize performance and promote natural motion.

Designed for various and recreational runners, the SKECHERS GOrun line includes lightweight, flexible SKECHERS GoRun on 4 running shoes; SKECHERS GoRun ride 4 with enhanced cushioning; SKECHERS GoRun ultra with maximum cushioning; and SKECHERS GoRun Speed 3; the high-performance running shoe worn by elite marathon runner Meb.

SKECHERS GoWalk is designed for walking and casual wear and offers performance features in a comfortable slip-on. Additional SKECHERS Performance shoe include the SKECHERS GoLiteatomic collection, athletic shoes designed to mimic the foot’s natural movements, the all-terrain branded SKECHERS GoFun for the gym and intense workouts; SKECHERS GoCaddie for the golf course.

In the Middle East market alone, SKECHERS sold more than four million pairs of shoes last year.

With more than 1,000 stores across continents and a presence in accounts all over, efficient distribution methods and regional as well as global celebrities and events, SKECHERS rapidly gets its thousands of styles in the hands of consumers everywhere.

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