



# MARCOLIN

***SKECHERS***<sup>TM</sup>  
*EYEWEAR*

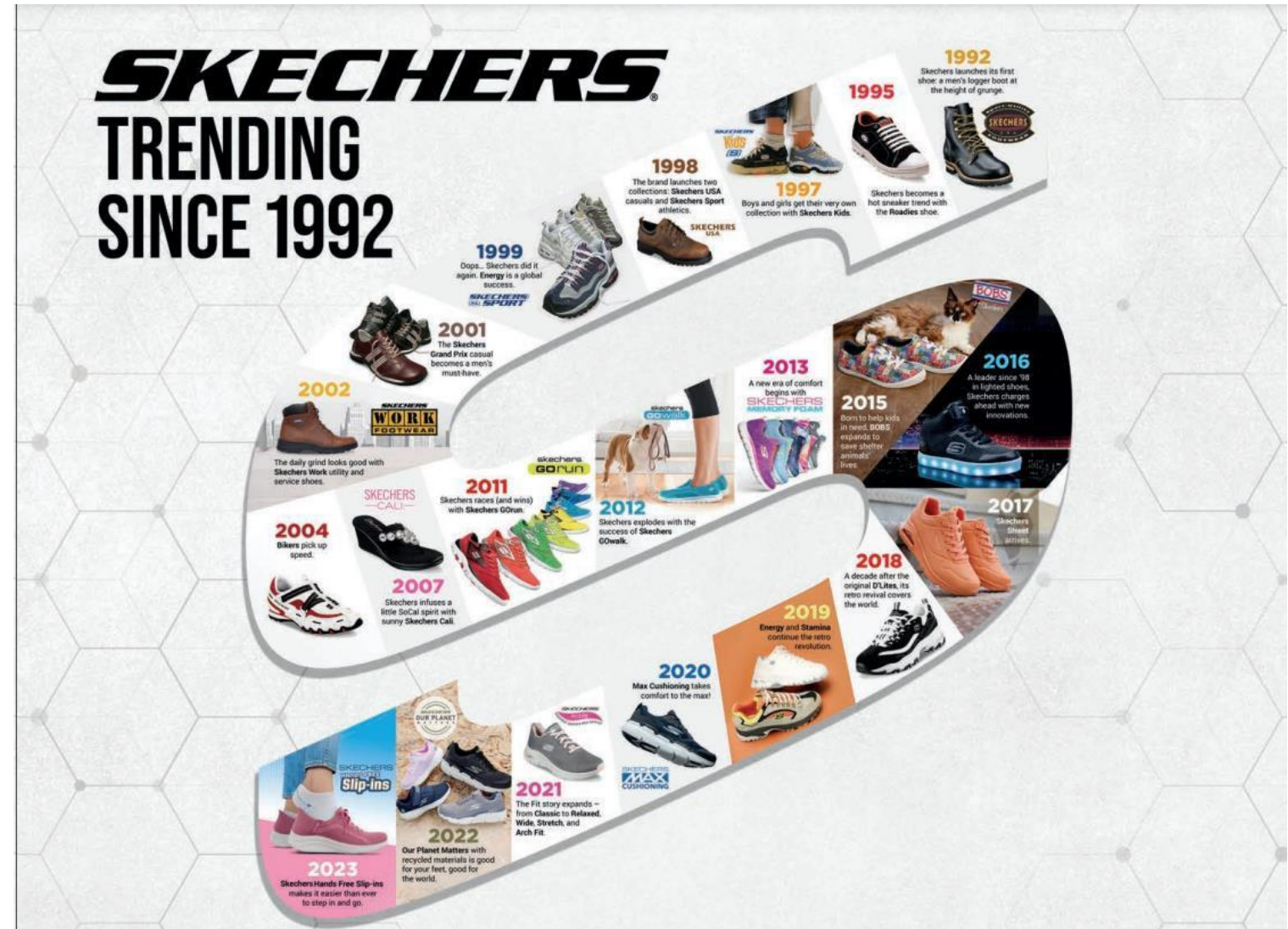
**252 Release**

- 1. Brand Identity hallmarks**
- 2. Brand News**
- 3. Target Consumer**
- 4. Design Concepts**
- 5. Release Overview & Price Pyramid**
- 6. ADV – Packaging – POP**
- 7. Product sheets**

- 1. Brand Identity hallmarks**
2. Brand News
3. Target Consumer
4. Design Concepts
5. Release Overview & Price Pyramid
6. ADV – Packaging – POP
7. Product sheets

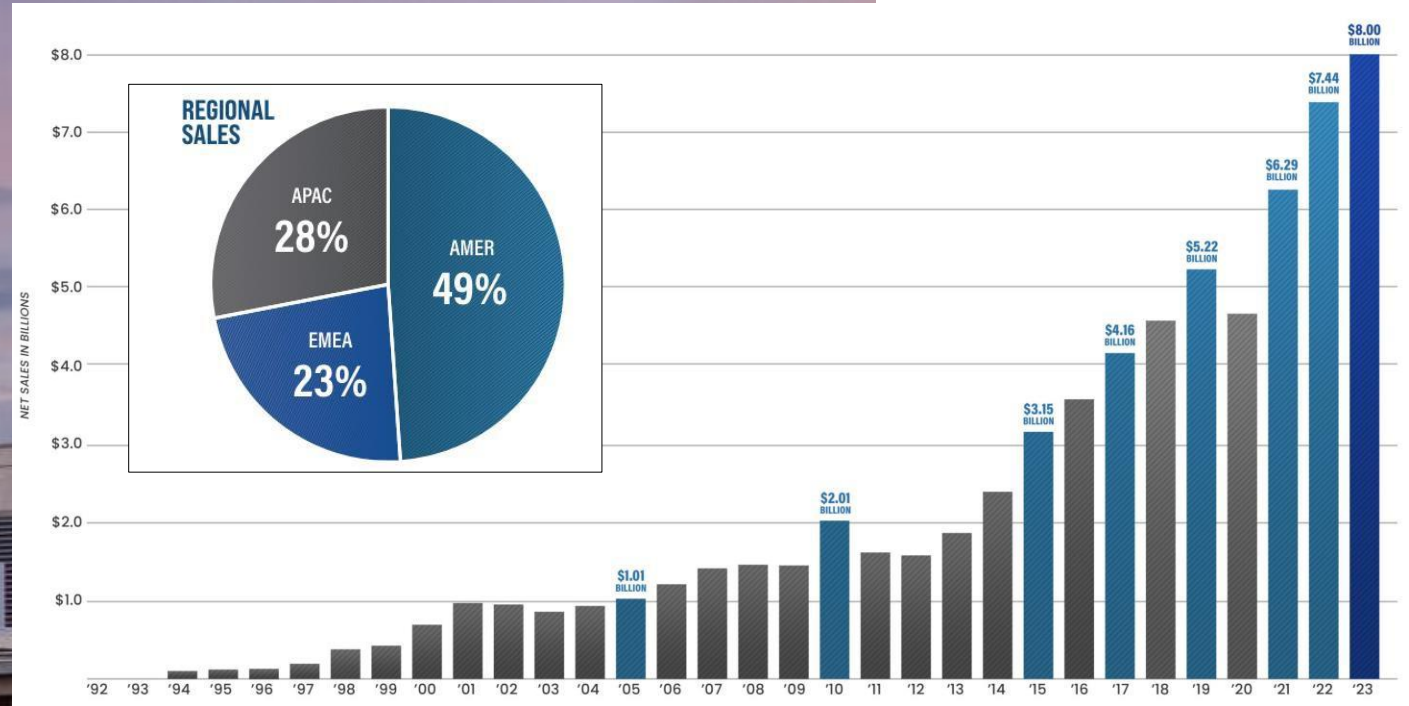
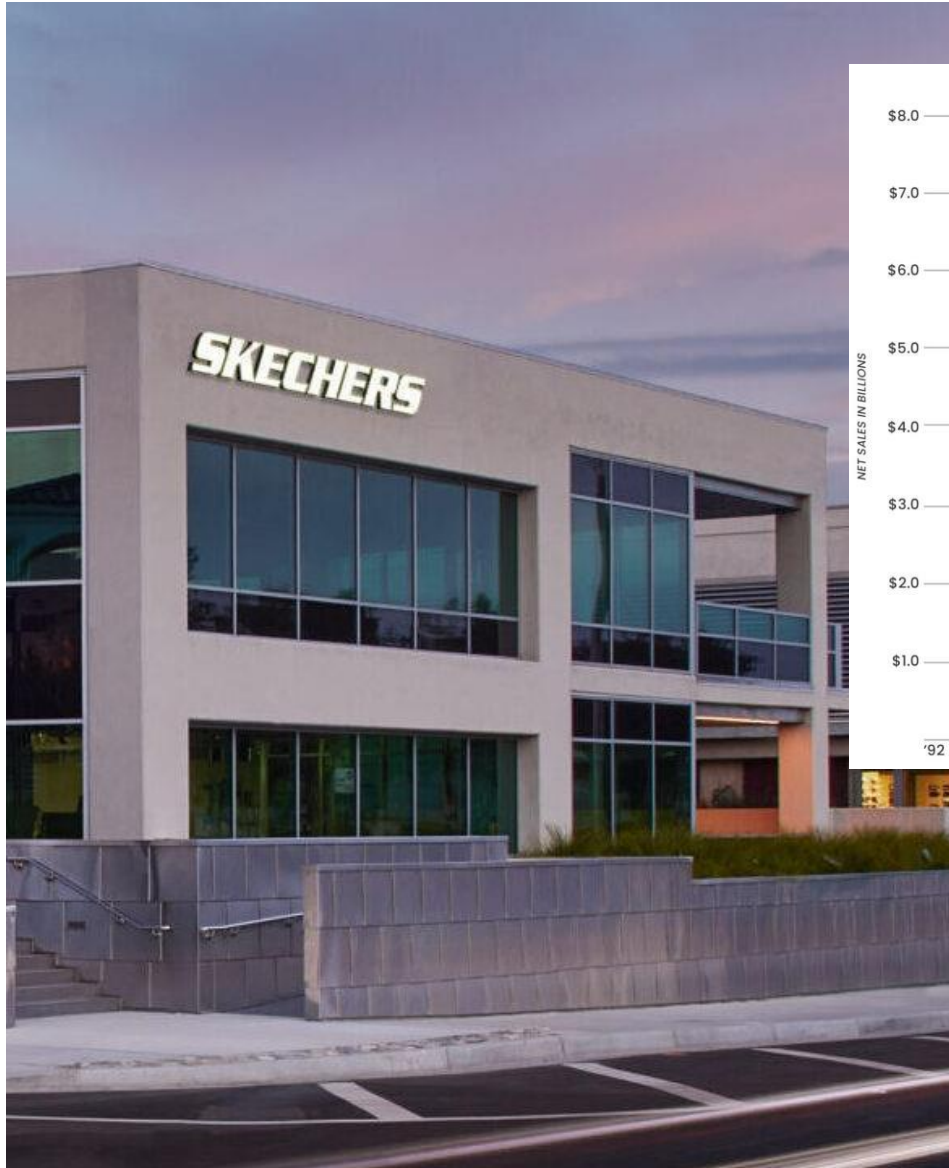
# Brand Identity Hallmarks

- ❑ Skechers is an American born brand, founded in 1992 by Robert Greenberg in Manhattan Beach, California.
- ❑ Skechers today is known as a massive global leader for its **comfortable, innovative** and **casual footwear** marked by the distinctive "S" logo
- ❑ **\$7.4B** in top line sales in 2022
- ❑ **\$10B** in annual revenues by 2026
- ❑ **3<sup>rd</sup> largest footwear company** in the world
- ❑ More than **5,000 Skechers stores** globally
- ❑ Product sold in **175 countries**
- ❑ A true lifestyle brand built on **comfort, quality, value, athleisure** and a relaxed California active lifestyle



# Brand Identity Hallmarks

# Brand Identity Hallmarks



**\$8.00B**

Record Annual Sales  
in 2023

**263M**

Units Sold  
in 2023

**\$2.25B**

Record Q1 Sales  
in 2024

**5,203**

Skechers Stores Worldwide\*  
\*As of Q1 2024

1. Brand Identity hallmarks
- 2. Brand News**
3. Target Consumer
4. Design Concepts
5. Release Overview & Price Pyramid
6. ADV – Packaging – POP
7. Product sheets

# BRAND NEWS

Key partnerships that extend beyond endorsement deals , which include actual product collaboration are:

*Harry Kane - Snoop Dogg - Martha Stewart- Ashley Park- Rolling Stones*



## Key endorsement deals with athletes at the top of their game who use Skechers in competition:

- Julius Randle – NBA All-Star
- Terrance Mann – L.A. Clippers NBA Point Guard
- Matt Fitzpatrick – top golf professional
- Brooke Henderson – top female professional golfer
- Tyson McGuffin – top male pickleball pro
- Catherine Parenteau – top female pickleball pro
- Edward Cheserek – leading marathoner

**SKECHERS**  
PICKLEBALL  
PERFORMANCE  
COMFORT ON COURT

OFFICIAL FOOTWEAR OF  
CARVANA  
PPA PICKLEBALL TOUR  
MLP MAJOR LEAGUE PICKLEBALL  
APP  
USA PICKLEBALL

PRO PLAYER  
CATHERINE  
PARENTEAU

PRO PLAYER  
TYSON MCGUFFIN

OFFICIAL FOOTWEAR  
OF THE  
US OPEN  
PICKLEBALL  
CHAMPIONSHIPS

**SKECHERS**  
eyewear

1. Brand Identity hallmarks
2. Brand News
- 3. Target Consumer**
4. Design Concepts
5. Release Overview & Price Pyramid
6. ADV – Packaging – POP
7. Product sheets

# Target consumer



MEN

**AGE: 25-45**

- Youthful and sporty attitude
- Seeks comfort and durability
- Looks for stylish yet understated style
- Influenced by TV commercials, VIPs and social medias



WOMEN

**AGE: 25-45**

- Youthful and sporty attitude
- Seeks comfort and durability
- Looks for stylish, refined yet understated styles
- Influenced by TV commercials, VIPs and social medias



TEENS

**AGE: 13-18**

- Carefree attitude
- Seeks style and modernity
- Looks for edgy and fashiony styles
- Influenced by social medias (Tik Tok, Instagram) and influencers



KIDS

**AGE: 5-12**

- Playful attitude
- Seeks colorful options and fun patterns
- Looks for bright color combinations
- Influenced by parents, TV and social medias

1. Brand Identity hallmarks
2. Brand News
3. Target Consumer
4. **Design Concepts**
5. Release Overview & Price Pyramid
6. ADV – Packaging – POP
7. Product sheets

# Key Elements

## Key elements about Skechers collections



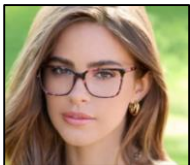
1 Polarized lenses in all Skechers sunglasses



2 Kids collection available with competitive price point



3 Logo easily recognizable but not impactful on the frame



4 Comfortable and light style thanks to injected and metal frames

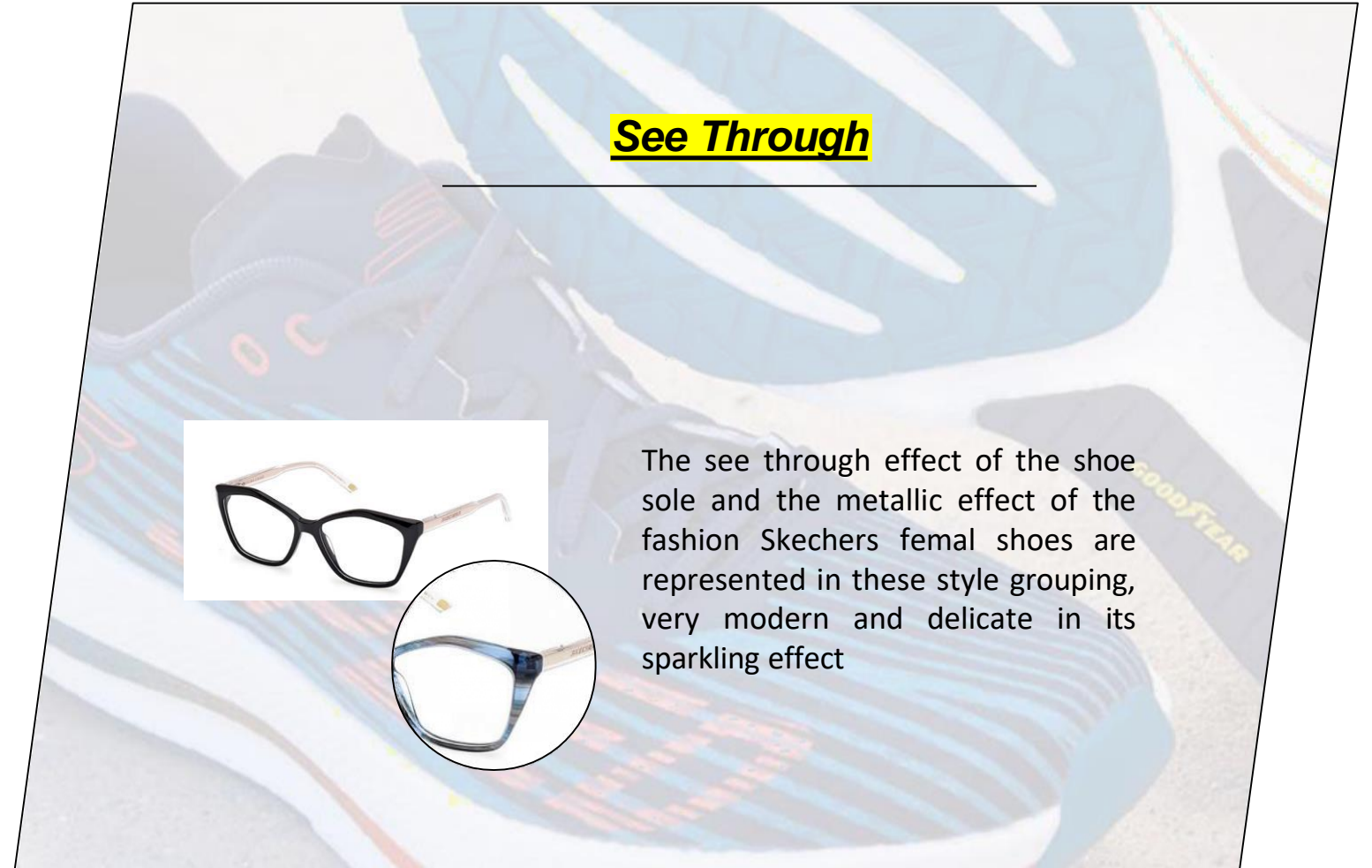




# Iconic Design Elements



***Product  
Inspiration***



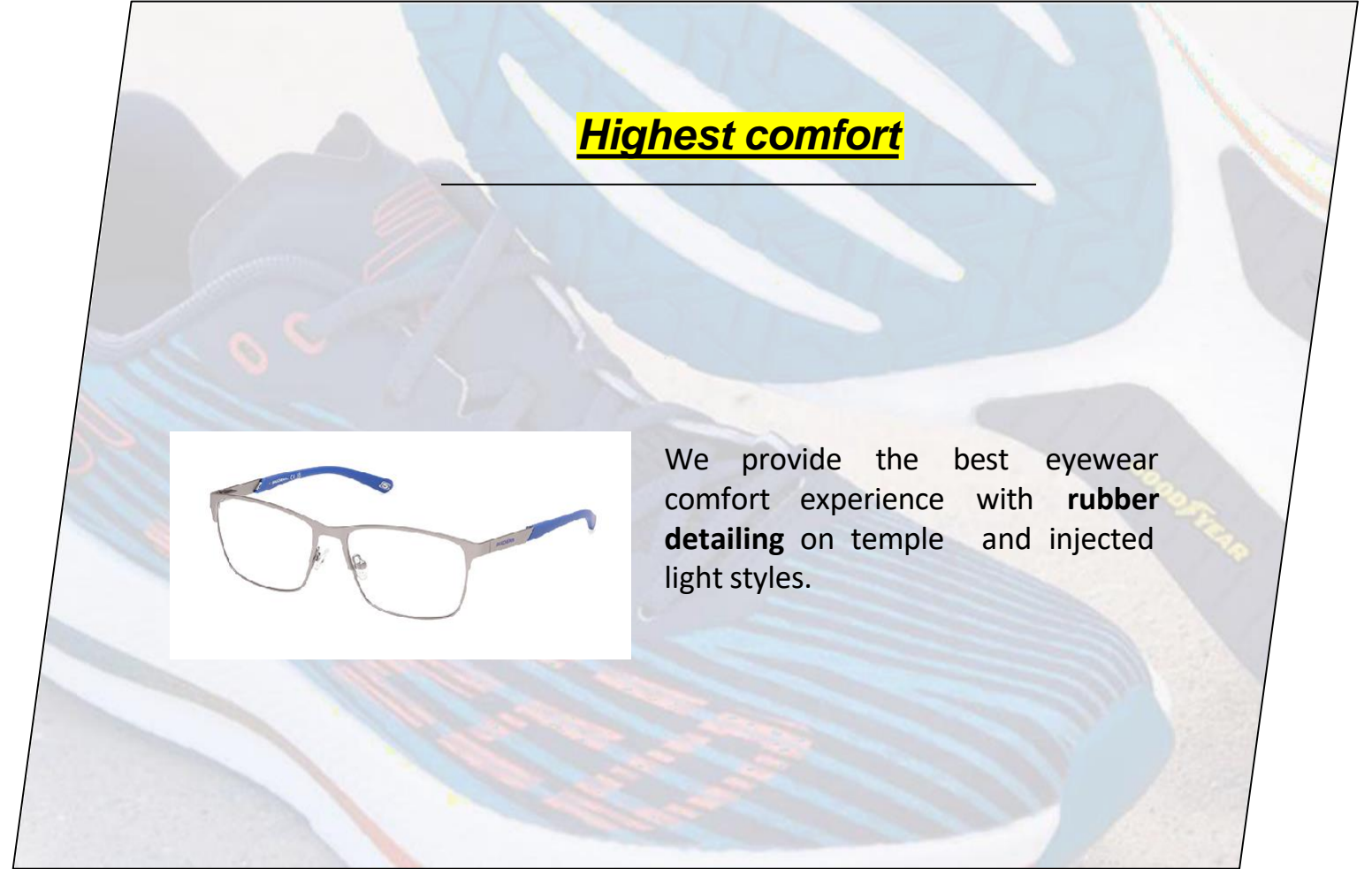
**See Through**

The see through effect of the shoe sole and the metallic effect of the fashion Skechers femal shoes are represented in these style grouping, very modern and delicate in its sparkling effect

# Iconic Design Elements



**Product  
Inspiration**



**Highest comfort**

We provide the best eyewear comfort experience with **rubber detailing** on temple and injected light styles.

1. Brand Identity hallmarks
2. Brand News
3. Target Consumer
4. Design Concepts
- 5. Release Overview & Price Pyramid**
6. ADV – Packaging – POP
7. Product sheets

# Best sellers



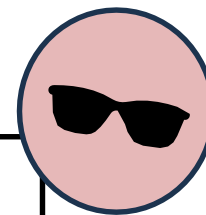
1	<b>SE2247</b> Female Acetate	
---	------------------------------------	--

2	<b>SE3387</b> Male Metal	
---	--------------------------------	--

3	<b>SE3384</b> Male Acetate	
---	----------------------------------	--

4	<b>SE3322</b> Male Acetate	
---	----------------------------------	--

5	<b>SE2246</b> Female Acetate	
---	------------------------------------	--



1	<b>SE6117</b> Male Injected	
---	-----------------------------------	--

2	<b>SE6127</b> Female Injected	
---	-------------------------------------	--

3	<b>SE6217</b> Female Injected	
---	-------------------------------------	--

4	<b>SE00026</b> Teen Boy Injected	
---	--	--

5	<b>SE00025</b> Teen Boy Injected	
---	--	--

# Release Overview



Optical collection 252

4 kids optical styles WW

HIGH

MEDIUM

ENTRY



SE50113



SE50114



SE50117



SE50118

GIRLS

BOYS

1. Brand Identity hallmarks
2. Brand News
3. Target Consumer
4. Design Concepts
5. Release Overview & Price Pyramid
- 6. ADV – Packaging – POP**
7. Product sheets

# 2024 ADULTS ADV



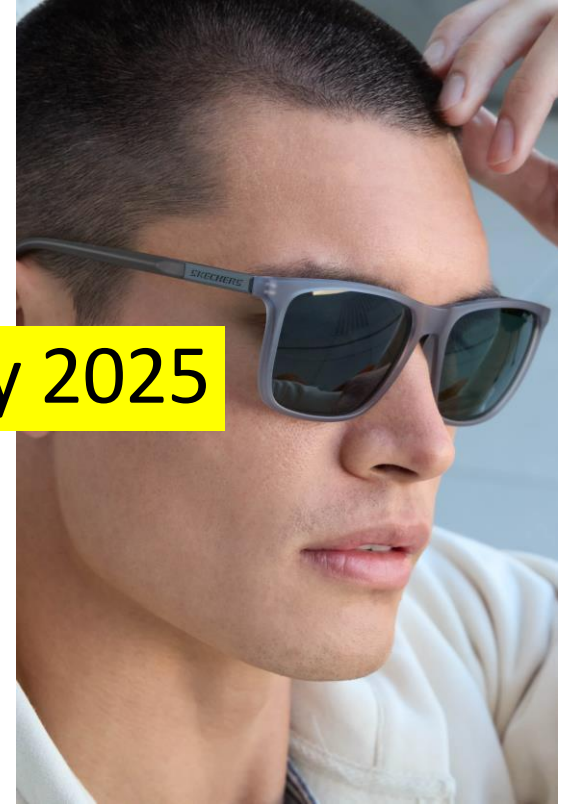
SE50036\_074



SE3384\_001



SE6359\_01D



SE6362\_20R

New ADV images will be available on February 2025

# POP



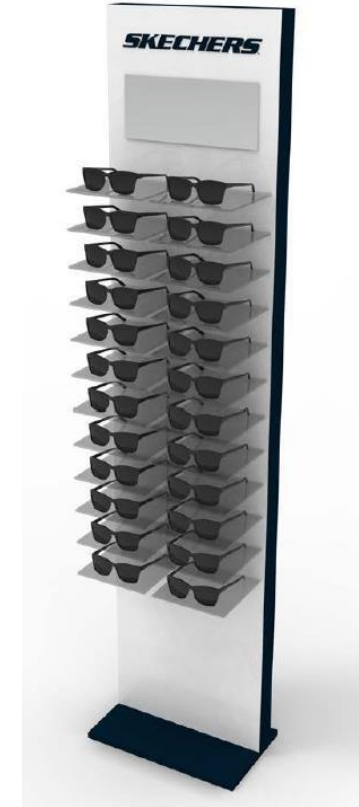
Logoplaque



Display 1 piece



Display 6 pieces



Tower

New Institutional POP materials will be available starting from April 2025



Polarized display

New Institutional POP materials will be available starting from April 2025

1. Brand Identity hallmarks
2. Brand News
3. Target Consumer
4. Design Concepts
5. Release Overview & Price Pyramid
6. ADV – Packaging – POP
- 7. Product sheets**

# MARCOLIN



## KIDS OPTICAL COLLECTION 252



Sales Argument

- Easy to wear style with a cat eye shape dedicated to girls
- Three funny colors available all with gradient options
- Flex hinges in order to guarantee a perfect comfort

General Information

GENDER	Kids - Girl
--------	-------------

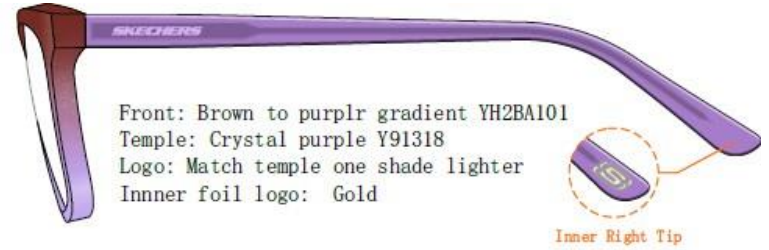
**SE50113**

BASE	5
SIZE	48
BRIDGE	14
TEMPLE	130
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Acetate

Code

- 083** Shiny crystal purple acetate frame with light pink logo
- 092** Shiny crystal blue gradient frame with light blue logo
- 047** Shiny light crystal brown to light crystal purple gradient front, crystal light purple temples and light purple logo

047

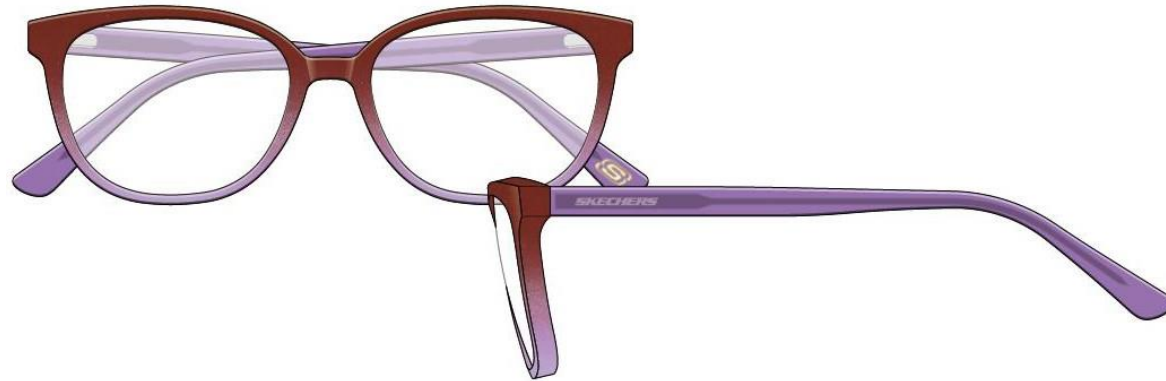


083



092





Sales Argument

- Easy to wear style with a soft cat eye shape dedicated to girls
- Three funny colors available all with gradient options
- Flex hinges in order to guarantee a perfect comfort

General Information

GENDER	Kids - Girl
--------	-------------

SE50114

BASE	5
SIZE	48
BRIDGE	15
TEMPLE	130
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Acetate

Code

- 047** Shiny light crystal brown to light crystal purple gradient front, crystal light purple with light purple logo
- 083** Shiny crystal purple to crystal fuchsia frame with light pink logo
- 092** Shiny crystal blue gradient frame with light blue logo

047



48-15-130  
SE50114



Front: Brown to purple gradient YH2BA101  
Temple: Crystal purple Y91318  
Logo: Match temple one shade lighter  
Inner foil logo: Gold



Inner Right Tip

083



48-15-130  
SE50114



Front: Purple to fuchsia gradient YH2BA203  
Temple: Crystal pink VABA1462  
Logo: Match temple one shade lighter  
Inner foil logo: Gold



Inner Right Tip

052



48-15-130  
SE50114



Front: Blue gradient YH2BA100  
Temple: Crystal blue VABA701  
Logo: Match temple one shade lighter  
Inner foil logo: Silver



Inner Right Tip



Sales Argument

- Easy to wear style with a soft rectangular shape dedicated to boys
- Three funny colors available
- Flex hinges in order to guarantee a perfect comfort

General Information

GENDER	Kids - Boy
--------	------------

SE50117

BASE	5
SIZE	48
BRIDGE	14
TEMPLE	130
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Injected

Code

**001** Shiny black acetate front, blue injected temples with rubber inserts

**026** Shiny crystal acetate front, grey injected temples with rubber inserts

**092** Shiny crystal blue acetate front, white injected temples with rubber inserts

001



48-15-130  
Optical 5-8"  
SE50117



Front: Black  
Temple: Black temple with blue stripe(PT 2173C)  
Logo: Blue(PT 2173C)  
Inner Printing logo: Silver

026



48-15-130  
Optical 5-8"  
SE50117



Front: Crystal Clear(J-CRA01)  
Temple: Blue(K1119) with Grey stripe(Cool grey 8c)  
Logo: Grey(Cool grey 8C)  
Inner Printing logo: Silver

090



48-15-130  
Optical 5-8"  
SE50117



Front: Crystal Blue(VBAA901)  
Temple: Grey(Cool grey 8C) with white stripes  
Logo: White  
Inner Printing logo: Silver



Sales Argument

- Easy to wear style with a soft rectangular shape dedicated to boys
- Three funny colors available
- Flex hinges in order to guarantee a perfect comfort

General Information

GENDER	Kids - Boy
--------	------------

SE50118

BASE	5
SIZE	48
BRIDGE	14
TEMPLE	130
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Injected

Code

- 001** Shiny black acetate front, neon green injected temples with rubber inserts
- 026** Shiny crystal blue acetate front, white injected temples with rubber inserts
- 092** Shiny crystal acetate front, crystal grey injected temples with rubber inserts

001



020



090



**All the informations shared in this document are meant to be considered “Strictly Confidential” and could not be shared in any way by the receiver.**

**Thank you.**