

SKECHERS

NEW CONSUMER SEGMENT

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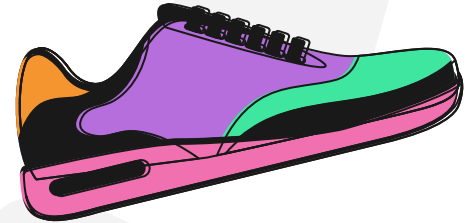
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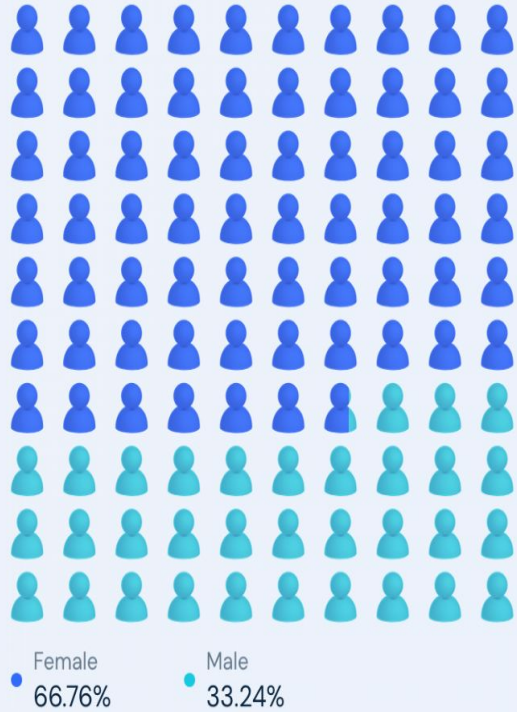


01

CURRENT SEGMENT

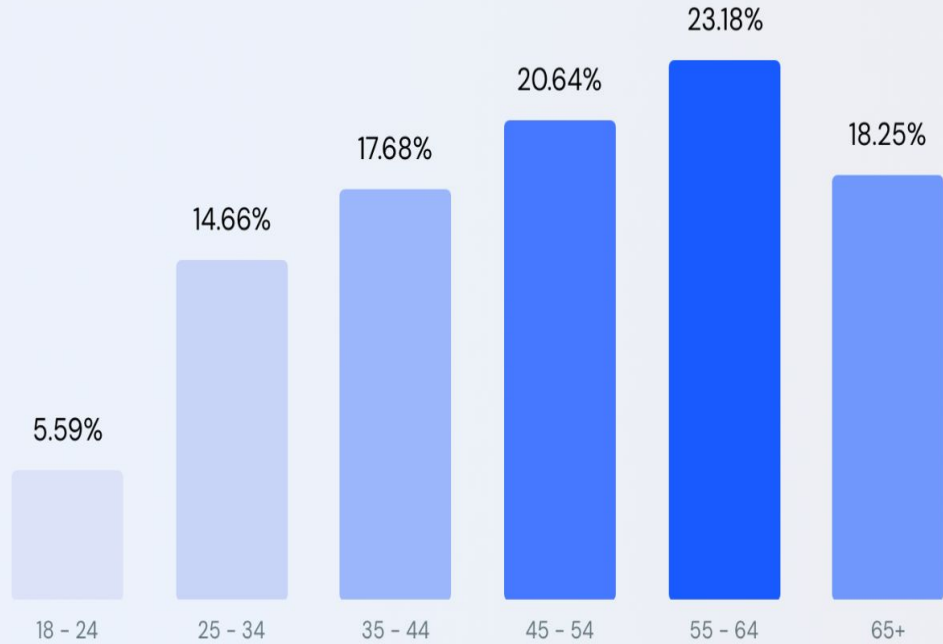


Gender Distribution ⓘ



Age Distribution ⓘ

similarweb



02

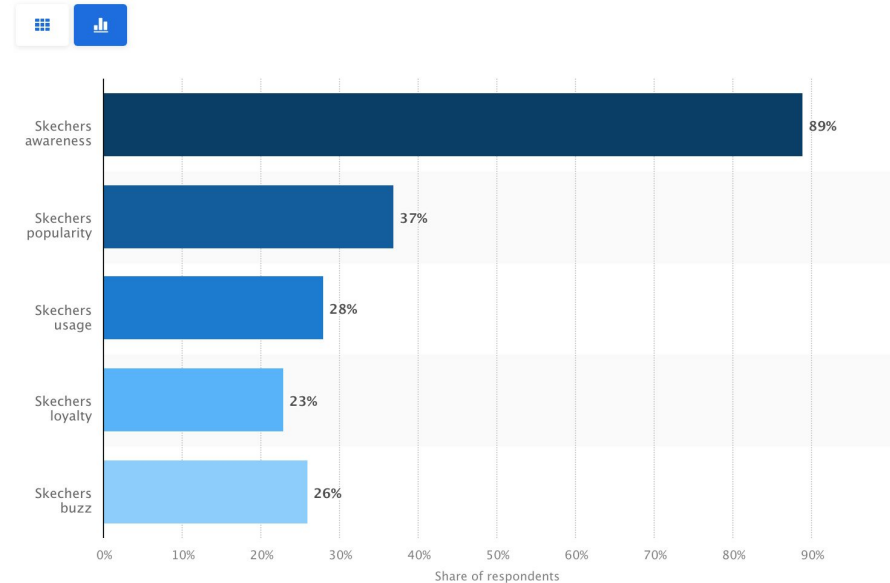
ATTRACTION



CURRENT SEGMENT ATTRACTION

- Large market
- High loyalty
- Strong purchasing power

Skechers brand awareness, usage, popularity, loyalty, and buzz among sneakers owners in the United States in 2024



Details: United States; March 2024; 1,177 respondents; 18-64 years; respondents who own sneakers

03

CURRENT 4PS



Product

- “functional, not fashionable”
- comfort, affordability, and versatility
- Baby Boomers, women aged 55+, and working-class consumers.
- our products include memory foam sneakers, slip-on walking shoes, orthopedic designs, and athleisure-inspired footwear.



Price

- mid-to-low price points:\$45 to \$90
- alternative to Nike or Adidas
- also regularly features discounted prices, bundles, and seasonal promotions



7 Colors

Also in Wide

WOMEN'S

**Skechers Slip-ins: BOBS Sport
Squad Chaos**

\$52.99 - \$80.00

Place

- branded retail stores
- outlet malls (woodberry)
- e-commerce platforms (skechers.com, Amazon, Zappos)
- retail partnerships with department stores like Macy's.
- As of 2023, Skechers operates over 4,500 stores globally, including 550+ company-owned retail stores in the U.S.



Promotion

- celebrity endorsements: Martha Stewart, Tony Romo, and Howie Long
- humorous advertising
- multi-platform campaigns

The 2025 Super Bowl advertisements:



04

NEW SEGMENT



PSYCHOGRAPHICS: LUXURY WELLNESS CONSUMERS

- Geography
 - Metropolitan areas
 - Affluent Suburbs
- Age & Class
 - Late 20s to mid 40s
 - \$100,000(USD) annual earnings

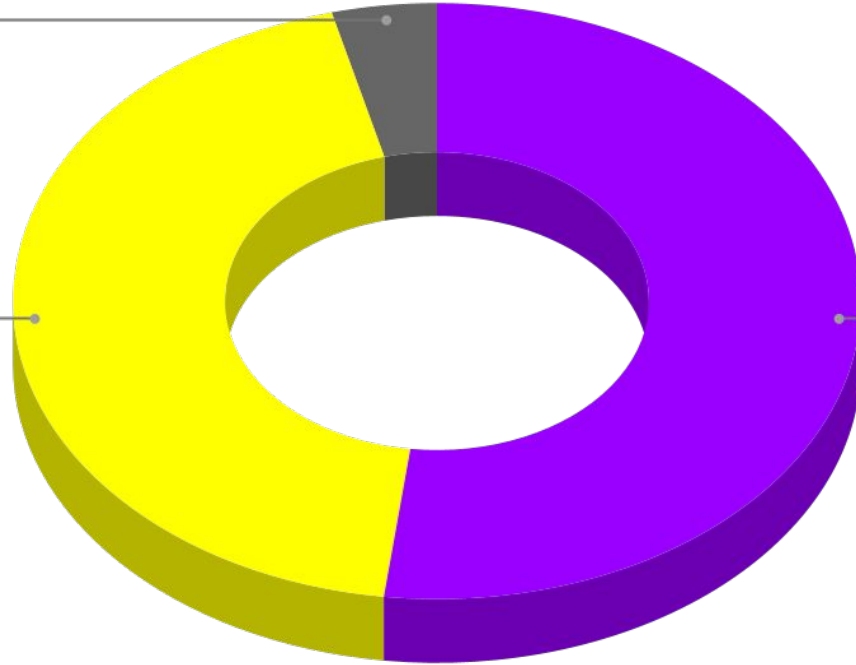


LUXURY WELLNESS CONSUMERS

Other
4.0%

Men
44.0%

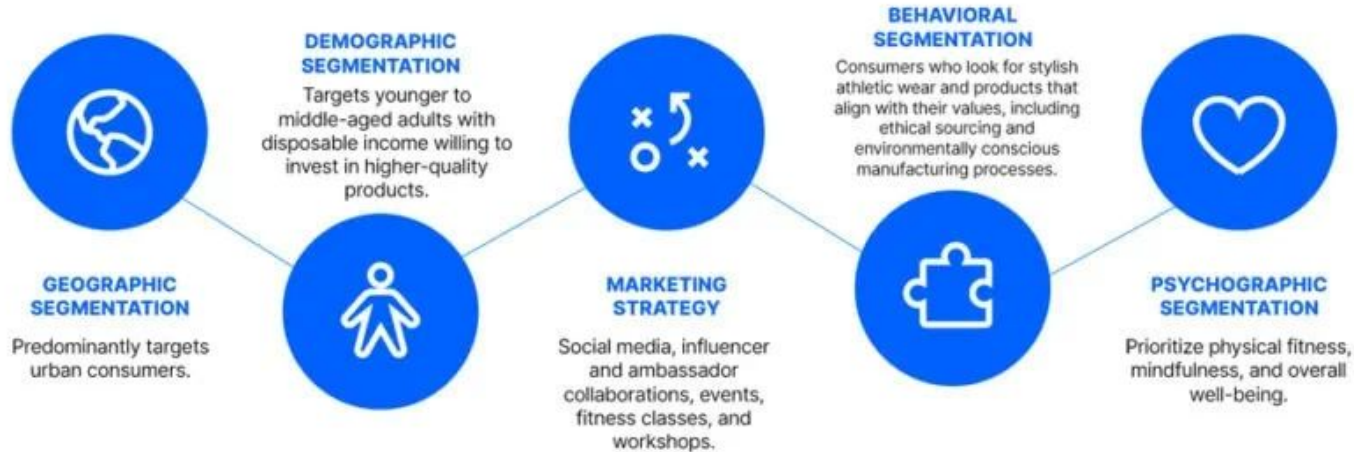
Women
52.0%



LUXURY WELLNESS CONSUMERS



TARGET MARKET SEGMENTATION AND MARKETING

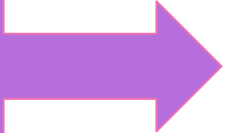


LUXURY WELLNESS CONSUMERS

Characteristics:

- Identity:

- Exercise
- Recovery
- Longevity



Generous
Spending



05

REASONING AND COMMUNICATION



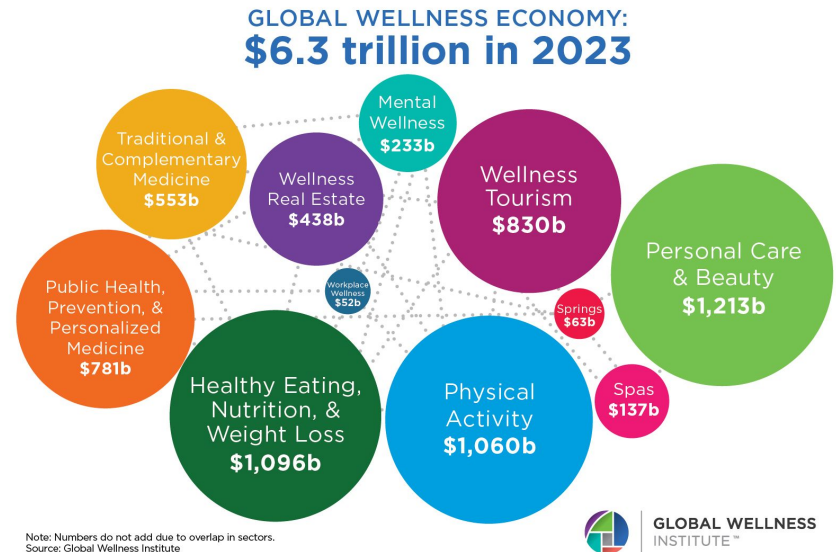
WHY LUXURY WELLNESS?

Attractiveness

- High potential and fast growing
- Symbolizes wellness as a status symbol and identity
- Humans rising up Maslow's Hierarchy of Needs → necessity for wellness

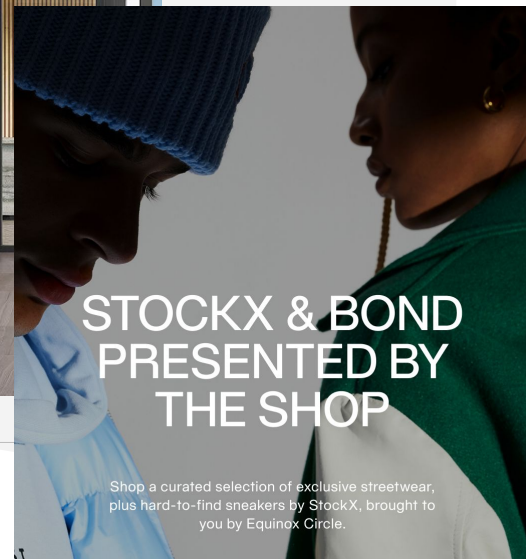
Profitability

- Global wellness market grew from \$4.6 T (2020) → \$6.3 T (2023) → \$9 T (2028) (Global Wellness Institute)



WHY EQUINOX?

1. Equinox = luxury fitness, holistic wellness, lifestyle brand
2. ≈350,000 members globally
3. Members value self-actualization
4. 70% of consumers buy from brands that reflect personal principles (World Economics Forum)
5. Exclusive brand offerings: StockX
6. Offer collection that moves away from current 'cheap' perception



DIFFERENTIATING FROM COMPETITORS

Waz's Current Sneaker Rotation



[OFF-WHITE Off Court 3.0](#)



[Adidas Adizero Adios Pro 2](#)



[Alexander McQueen Oversized](#)

Described by most as an "Energy Dealer," Waz's passion and infectious enthusiasm are at the forefront of everything he does. This outlook on life comes through in his personal style, blending approachability with confidence and style.

Waz's Signature Accessories



[Rolex Submariner Date](#)




[Gucci Matte Black Belt](#)



[Gucci Rectangular Frames](#)

- Tapping into femininity
- Nike and Adidas dominate StockX with hyper masculine designs
- 75% of women are the primary spenders in their households, driving the rise of athleisure (Forbes)
- Nike and Adidas do not dominate the women's market
- Skechers can design versatile and performance inspired footwear with their Comfort Technologies



We at Skechers so excited to share our newest venture, partnering with Equinox, the leader in helping people find their maximum potential through fitness. We believe that this lifestyle fits perfectly with our goals at Skechers, making people globally look, and feel good. Stay tuned as we give out more information with our newest line of product, **LUXILINE** The luxury gym shoes for a healthier lifestyle

***SKECHERS* x E Q U I N O X**



SKECHERS x EQUINOX



LUXILINE
from SKECHERS

SKECHERS x EQUINOX



LUXILINE
from SKECHERS

Video

- Sleek
- Technology
 - Comfort
- Fitness
- Little bit of humor



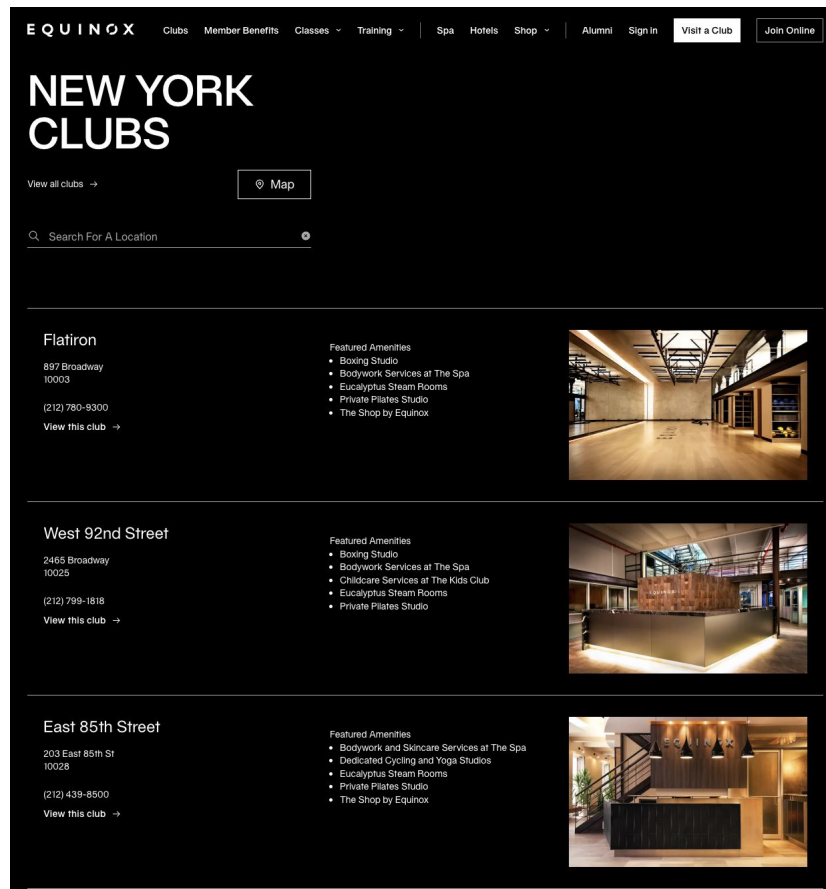
06

NEW 4PS



Product

- Market testing
 - select Equinox locations
 - high proportions of the luxury wellness consumer
- Launch
 - All Equinox locations



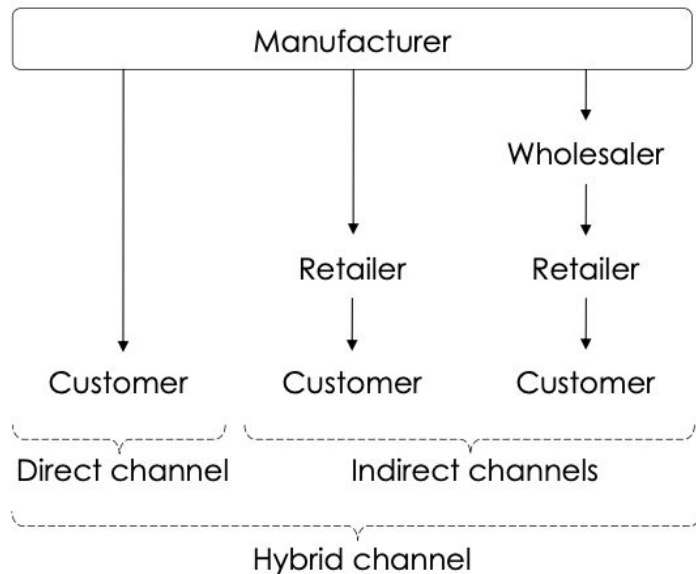
Place

- Indirect channels
 - Vertical channel conflict
 - Adidas and Nike competing for same consumers through Equinox's StockX



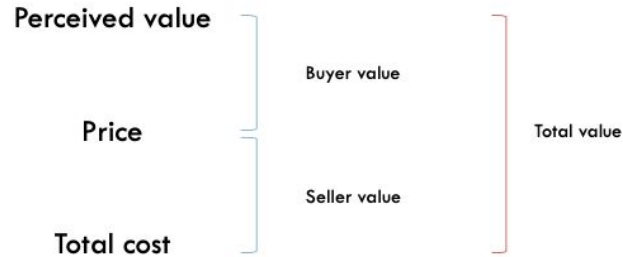
EQUINOX

- Equinox = primary retailers
 - Premium offers on product
- Full price shoes
 - Retail stores
 - E-commerce platforms



Pricing

- Between \$120-\$190
 - Higher-budget consumer
 - Doesn't cannibalize existing brands
 - Higher price = “higher perceived quality” & “luxury”



Promotion



Mission

- **Expand Skechers' current consumer segment**
- **Pre-purchase stage**
 - Product promotion, discounts/trials at Equinox
- **Customer DMP: need recognition**
 - Evoking a brand new category within customer base

Message

- **Behavioral**
- **Induces trial and purchase through placement at Equinox**

Market

- **Luxury wellness consumer (individuals earning ~ \$100k)**

Promotion



Media

- **Print advertisements**
 - Billboards in big cities where luxury customers are likely to live
- **Digital ads**
 - Target consumers own technology and social media apps
 - Build buzz

Measurement

- Difficult to measure effectiveness
- In combination with another company
- Long term effects in brand recognition and consumer growth

Money

- Bottom- up approach

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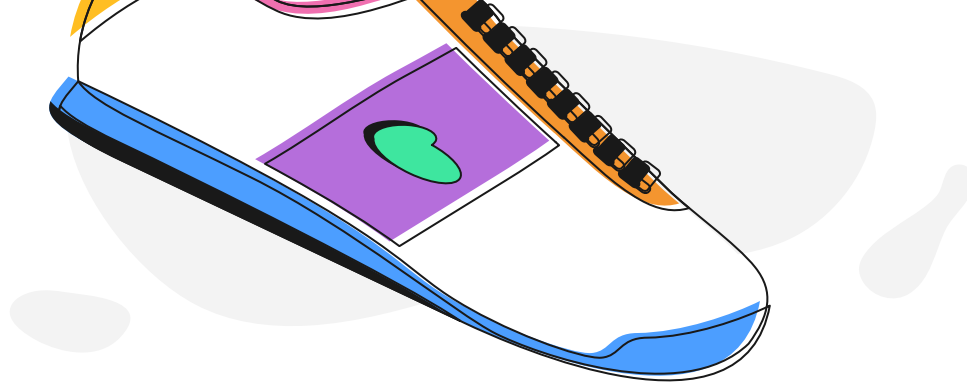
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THANK YOU

Questions?