



Apparel POP Guide **UPDATE**

TO: All apparel stores.

SET BY DATE: 1/29/19.

DETAILS: Use this Directive to ensure that you have purged by 2/4/19. Keep all appropriate POP.

CONTACT: If you have any questions, please partner with your DSM or the Apparel & Accessory Field Specialists at skxrtapparel@skechers.com.

NOTES

The following items must be purged effective 2/4. Please remove all/any from the sales floor and ensure there are none stored in the back room.

11"x1.5"-

1	2	3	4	5
<i>XS</i>	<i>S</i>	<i>M</i>	<i>L</i>	<i>XL</i>
☐	☐	☐	☐	☐
6	7	8	9	10
<i>CAPRI</i>	<i>MID-CALF</i>	<i>LEGGING</i>	<i>XS - S</i>	<i>XS</i>
☐	☐	☐	☐	☐
11	12	13	14	15
<i>S</i>	<i>M</i>	<i>L - XL</i>	<i>L</i>	<i>XL</i>
☐	☐	☐	☐	☐

Purge

NOTES

The following items must be purged effective 2/4. Please remove all/any from the sales floor and ensure there are none stored in the back room.

22"x3" -

1	2	3	4	5
SKECHERS [e]WALK STRAIGHT-LEG PANT	GROOVE SHORT	ARABESQUE CAPRI	STUDIO CAPRI	STUDIO MID-CALF
☐	☐	☐	☐	☐
6	7	8	9	10
ARABESQUE LEGGING	ULTRASONIC CAPRI	YING-YANG MIDCALF	SKECHERS [e]RUN LEGGING	FREQUENCY SHORT
☐	☐	☐	☐	☐
11	12	13	14	15
INTENSITY BOOTY SHORT	SKECHERS [e]WALK CAPRI	SKECHERS [e]WALK MID-CALF	SKECHERS [e]WALK LEGGING	XS - S
☐	☐	☐	☐	☐

NOTES

The following items must be purged effective 2/4. Please remove all/any from the sales floor and ensure there are none stored in the back room.

22"x3" CONTINUED-

16	17	18	19	20
<i>XS</i>	<i>S</i>	<i>M</i>	<i>L - XL</i>	<i>L</i>
☐	☐	☐	☐	☐

21

<i>XL</i>
☐

11"x4.25"-

1	2	3	4	5
SKECHERS [e]WALK CAPRI	SKECHERS [e]WALK MID-CALF	SKECHERS [e]WALK LEGGING	SKECHERS [e]WALK STRAIGHT-LEG PANT	<i>FREQUENCY SHORT</i>
☐	☐	☐	☐	☐

NOTES

The following items must be purged effective 2/4. Please remove all/any from the sales floor and ensure there are none stored in the back room.

11"x4.25" CONTINUED-

6	7	8	9	10
CAPRI	MID-CALF	LEGGING	GROOVE SHORT	ARABESQUE CAPRI
☐	☐	☐	☐	☐
11	12	13	14	15
STUDIO CAPRI	MID-CALF	ARABESQUE LEGGING	ULTRASONIC CAPRI	ARABESQUE CAPRI
☐	☐	☐	☐	☐

5"x4"-

1	2	3	4	5
skechers GOdri technology • dritexx[®] patented permanent performance feel • Quick dry- will dry faster than cotton • Moisture wicking to remove perspiration fast • FreshGuard[®] inhibits odor with the treatment embedded in the yarns so it won't wash out	SKECHERS GOFIT ACTIVE STRETCH • Provides maximum range of motion • Moisture wicking to remove perspiration fast	SKECHERS GOSHIELD[™] • Breathable - enhanced ventilation throughout • Windproof - protects you from wind chill • Waterproof - keeps you dry even in extreme weather • Reflective detailing for enhanced visibility in low light	COMFORT STRETCH • Provides maximum comfort with a soft hand feel • Moisture wicking to remove perspiration fast	SKECHERS GOTHERM 360 • Keeps you warm and dry when exercising in cold weather • Quickly eliminates post-exercise chill by wicking away sweat and allowing feet to breathe • Flatlock seams reduce irritation • Reflective detailing for enhanced visibility in low light
☐	☐	☐	☐	☐

NOTES

The following items must be purged effective 2/4. Please remove all/any from the sales floor and ensure there are none stored in the back room.

5"x4" CONTINUED-

6



7



8



9



10



11



12



13

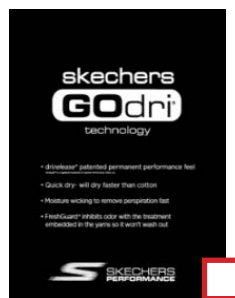


14

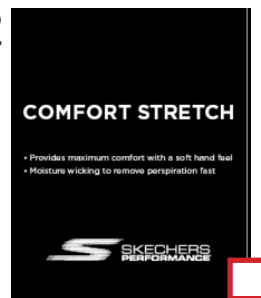


5.5"x7"-

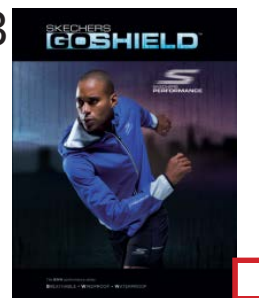
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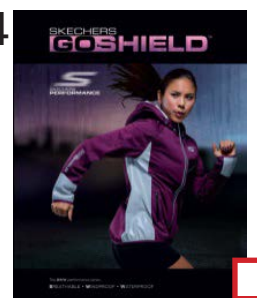
2



3



4



5



NOTES

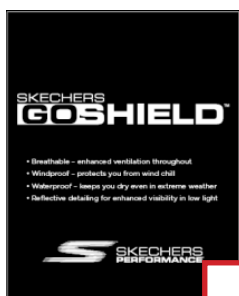
The following items must be purged effective 2/4. Please remove all/any from the sales floor and ensure there are none stored in the back room.

5.5"x7" CONTINUED-

6



7



8



9



10



11



12



13



14



15



16



NEW

NOTES

The following items must be purged effective 2/4. Please remove all/any from the sales floor and ensure there are none stored in the back room.

11"x8.5"-

1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



NOTES

The following items must be purged effective 2/4. Please remove all/any from the sales floor and ensure there are none stored in the back room.

11"x8.5" CONTINUED-

16



17



18



19



20



21



NEW

11"x17"-

1



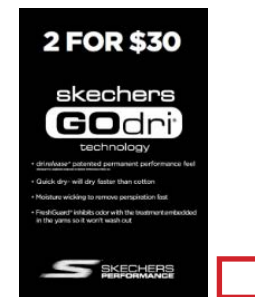
2



3



4



5



NOTES

The following items must be purged effective 2/4. Please remove all/any from the sales floor and ensure there are none stored in the back room.

22"x7"-

1



2



3



4



5



6



NEW

7



NEW

15"x46.75"-

1



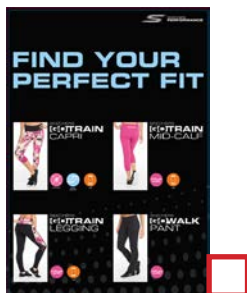
NEW

NOTES

The following items must be purged effective 2/4. Please remove all/any from the sales floor and ensure there are none stored in the back room.

22.3125"x32.3125"-

1



19.875"x15"-

1



NEW

NOTES

If received, please place on floor if applicable. Store the extra qty's in a safe area in your back room.

11"x1.5"-

1	2	3	4	5
				
RT32064 	RT32065 	RT32066 	RT32067 	RT32068 
6	7	8	9	
				
RT32069 	RT32070 	RT32071 	RT32072 	

22"x3"-

1	2	3	4	5
				
RT32055 	RT32056 	RT32057 	RT32058 	RT32059 

NOTES

If received, please place on floor if applicable. Store the extra qty's in a safe area in your back room.

22"x3" CONTINUED-

6

7

8

9



RT32060



RT32061



RT32062



RT323063



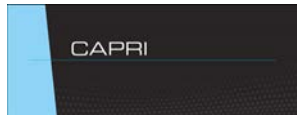
11"x4.25"-

1

2

3

4



RT31910



RT31911



RT31912



RT31913



5"x4"-

1

2

3

4

5



RT32155



RT32077



RT32047



RT32051



RT32166

NOTES

If received, please place on floor when applicable. Store the extra qty's in a safe area in your back room.

5"x4" CONTINUED-

6



RT32176

7



RT32171

8



RT32150

9



RT32165

10



RT32160

11



RT32239

12



RT32259

13



RT32244

14



RT32269

15



RT32254

16



RT32249

17



RT32264

18



RT32567

NEW

19



RT32568

NEW

20



RT32569

NEW

NOTES

If received, please place on floor when applicable. Store the extra qty's in a safe area in your back room.

5"x4" CONTINUED-

21



RT32570

NEW

22

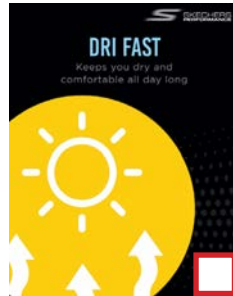


RT32571

NEW

5.5"x7"-

1



RT32270

2



RT32250

3



RT32265

4



RT32255

5



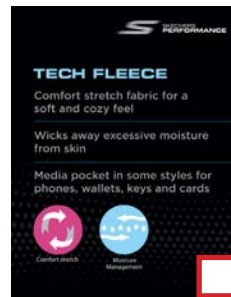
RT32260

6



RT32245

7



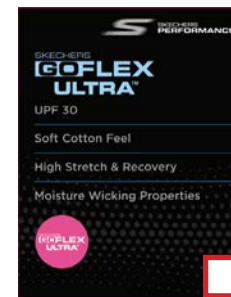
RT31900

8



RT31918

9



RT31921

10



RT31924

NOTES

If received, please place on floor when applicable. Store the extra qty's in a safe area in your back room.

5.5"x7" CONTINUED-



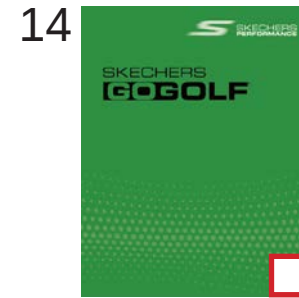
RT32167



RT32048



RT32052



RT32177



RT32172



RT32572
NEW



RT32573
NEW



RT32574
NEW



RT32575
NEW



RT32576
NEW



RT32151



RT32161



RT32156



RT32078

NOTES

If received, please place on floor when applicable. Store the extra qty's in a safe area in your back room.

11"x8.5"

1



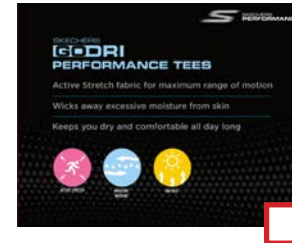
RT32168

2



RT31901

3



RT31919

4



RT31922

5



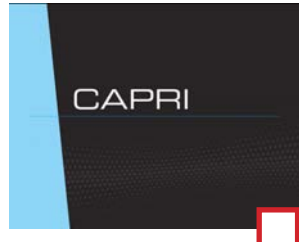
RT31925

6



RT31927

7



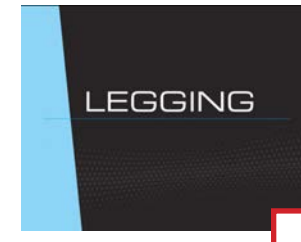
RT31902

8



RT31903

9



RT31904

10



RT31905

11



RT32577
NEW

12



RT32578
NEW

13



RT32579
NEW

14



RT32580
NEW

15



RT32581
NEW

NOTES

If received, please place on floor when applicable. Store the extra qty's in a safe area in your back room.

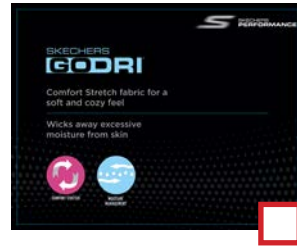
11"x8.5" CONTINUED-

16



RT32079

17



RT32049

18



RT32053

19



RT32157

20



RT32178

21



RT32271

22



RT32251

23



RT32266

24



RT32256

25



RT32261

26



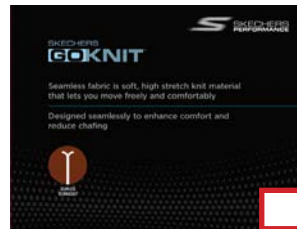
RT32246

27



RT32173

28



RT32152

29



RT32162

25



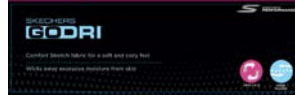
RT32655

NEW

NOTES

If received, please place on floor when applicable. Store the extra qty's in a safe area in your back room.

22"x7"-

1	2	3	4	5
				
RT31920	RT31923	RT31926	RT32050	RT32054
6	7	8	9	10
				
RT32080	RT32179	RT32174	RT32158	RT32153
11	12	13	14	15
				
RT32163	RT32169	RT32332	RT32272	RT32252

NOTES

If received, please place on floor when applicable. Store the extra qty's in a safe area in your back room.

22"x7" CONTINUED-

16	17	18	19	20
				
RT32267				
21	22	23	24	25
				
RT32582 NEW				
26	27			
				
RT32499				
	RT32414			

NOTES

If received, please place on floor when applicable. Store the extra qty's in a safe area in your back room.

46.75"x46.75"-

1



RT32563

2



RT32564

3



RT32411

4



RT32566

5



RT32561

6



RT32562

7



RT32248

8



RT32253

9



RT32268

10



RT32258

11



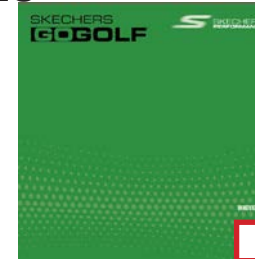
RT32263

12



RT32273

13



RT32180

14



RT32175

15



RT32241

NOTES

If received, please place on floor when applicable. Store the extra qty's in a safe area in your back room.

46.75"x46.75" CONTINUED-

16



RT32159

17



RT32243

18



RT32154

19



RT32164

20



RT32170

21



RT32240

22



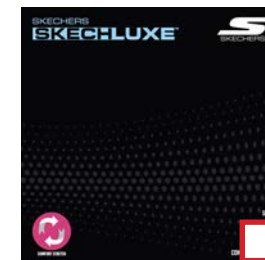
RT32242

23



RT32587
NEW

24



RT32588
NEW

25



RT32589
NEW

26



RT32590
NEW

27



RT32591
NEW

NOTES

If received, please place on floor when applicable. Store the extra qty's in a safe area in your back room.

15"x46.75" -

1		2	
	☐		☐
RT32413		RT32594	
		NEW	

46.75"x7" -

1	
	☐
RT32657	
NEW	

NOTES

If received, please place on floor when applicable. Store the extra qty's in a safe area in your back room.

GRAPHIC TEE WALL KIT-

1 	2 	3 	4 	5 
10"x2" RT32622 NEW	10"x2" RT32623 NEW	46"x21" RT32624 NEW	46"x21" RT32625 NEW	46"x46" RT32626 NEW
6 	7 			
46"x46" RT32627 NEW	46"x46" RT32628 NEW			