

## Skechers Unveils GO WALK Collection in India with Mohammed Siraj & Alaya F

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The new **GO WALK™ collection** is engineered with features like adaptive midsole technology, breathable materials, lightweight construction and shock-absorbing soles, aimed at offering effortless comfort for daily walking, fitness routines, travel and casual outings. The campaign positions walking not just as exercise but as a versatile, everyday activity supported by functional and stylish footwear.

Rahul Vira, *CEO of Skechers South Asia Pvt. Ltd.*, highlighted that GO WALK “embodies what Skechers stands for — effortless comfort, innovative design and contemporary style” and stressed the brand’s intent to inspire consumers to embrace walking as both a mindful and stylish habit.

### Star Power Behind the Campaign

Mohammed Siraj, known for his fast-bowling prowess on the cricket field, described the GO WALK shoes as delivering “lightweight comfort, adaptive cushioning and responsive soles” that keep his feet energized and well-supported whether he’s training, traveling or spending time off the field.

Alaya F echoed this sentiment, saying the collection’s advanced cushioning and lightweight design helps her stay comfortable during long hours on set, travel or casual days out — making each step feel “effortless and empowering.”

### Bringing Comfort to Everyday Movement

The campaign uses a mix of lifestyle storytelling and influencer-led content to connect with consumers across India, reinforcing Skechers’ broader push in the comfort footwear segment. With Siraj and Alaya F fronting the collection, the brand aims to appeal to diverse audiences who prioritize both performance and style in their footwear choices.

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