

Skechers India Wraps Up Multi-City Performance Run Series

Published on 23 Dec 2025 | By IFI Correspondent



Skechers India has successfully wrapped up its **multi-city Skechers Performance Run**, a nationwide running initiative that brought together thousands of fitness enthusiasts across major Indian cities. Organized under the *Skechers Running Club (SRC)* banner, the series reinforced the brand's commitment to community engagement, wellness and performance footwear experiences.

Nationwide Fitness Engagement Across 11 Cities

The Performance Run series spanned **11 cities nationwide**, including key urban centres such as Mumbai, Ahmedabad, Hyderabad, Pune, Delhi, Bangalore, Chennai and Kolkata. Participants took part in **10 km runs** from early to mid-December, collectively attracting **over 1,800 runners** — from seasoned athletes to first-time participants — united by their passion for fitness and active living.

Running events like this series combine *brand-led community building with sport-driven experiences*. Many runners had the opportunity to test Skechers' latest *AERO Series* performance footwear, designed to offer enhanced comfort, responsiveness and stability for long-distance runs.

Community Focus and Brand Vision

Rahul Vira, CEO of **Skechers South Asia Pvt. Ltd.**, said the initiative was part of a broader effort to *foster a vibrant running culture across India* and strengthen the connection between performance-minded consumers and the Skechers brand. By combining local running groups, creators and regional SRC captains, the series emphasized both *community engagement* and *active lifestyles*.

The conclusion of the Skechers Performance Run highlights **a growing trend in India** where sportswear brands are engaging consumers beyond traditional retail channels — promoting *experience-based marketing*, health-focused events and *performance-driven product trials*. Such initiatives help bridge the gap between *brand innovation* and *grassroots athletic participation*, reinforcing India's expanding market for performance footwear and active lifestyle products.

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