

## Skechers Launches First Cricket Footwear Line in the UK

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American footwear brand **Skechers** has introduced its first-ever **cricket footwear collection** in the United Kingdom, marking a major step in the company's expansion of performance-oriented products beyond traditional athletic categories. The new cricket line — already introduced earlier in markets like India — brings Skechers' sport-focused design and comfort technologies to cricket players of all levels across the UK.

The launch was announced by **Skechers UK & Ireland** leadership, highlighting that the UK — the birthplace of cricket — is a natural choice for introducing the brand's cricket-specific shoes to a broad audience of recreational players and fans. The company also plans to strengthen engagement with local cricket communities and elite players in the months ahead.

At the core of the new line is the **Skechers Cricket Elite** shoe, designed with performance features tailored to the unique demands of the sport. These include **11 adjustable metal spikes** for enhanced traction and stability on grass surfaces, a **Goodyear® rubber outsole** for grip and durability, and lightweight cushioning technologies such as **ULTRA GO®** midsoles and **Skechers Move Foam™** insoles for comfort during long matches. Additionally, **Arch Fit®** support helps improve stability for players as they move across the field.

Skechers has leaned on feedback from elite athletes and cricket enthusiasts in developing the collection to ensure the designs meet real-world performance needs. Several high-profile Indian cricketers, including bowler **Jasprit Bumrah**, Ishan Kishan, Mohammed Siraj and Yastika Bhatia, are already associated with the brand's cricket line, helping bring visibility to the product category.

The cricket collection is now available at select Skechers retail stores throughout the UK and through the brand's official online channels.

With this launch, Skechers continues to broaden its **performance portfolio** — which already includes footwear for sports like running, football and basketball — positioning itself as a versatile competitor in the global athletic footwear market.

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