

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

Current Report Pursuant
To Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (date of earliest event reported): July 24, 2003

SKECHERS U.S.A., INC.

(Exact Name of Registrant as Specified in its Charter)

Delaware
(State or Other Jurisdiction of Incorporation)

001-14429
(Commission File Number)

95-4376145
(I.R.S. Employer Identification No.)

228 Manhattan Beach Blvd.
Manhattan Beach, California 90266
(Address of Principal Executive Offices, Including Zip Code)

(310) 318-3100
(Registrant's Telephone Number, Including Area Code)

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99.1 Press release dated July 24, 2003

Item 9: Regulation FD Disclosure (Furnished under Item 12)

This Current Report on Form 8-K is being furnished pursuant to Item 12, “Results of Operations and Financial Condition,” in accordance with interim guidance promulgated by the Securities and Exchange Commission in Release No. 34-47583 that was issued on March 27, 2003. See “Item 12. Results of Operations and Financial Condition” below.

Item 12. Results of Operations and Financial Condition.

On July 24, 2003, Skechers U.S.A., Inc. announced its quarterly earnings for the second quarter of 2003. A copy of the press release is attached as Exhibit 99.1 to this Form 8-K and is incorporated herein by reference.

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SIGNATURES

Pursuant to the requirements of the Securities and Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the undersigned, hereunto duly authorized.

Date: July 24, 2003

SKECHERS U.S.A., INC.

By: /S/ DAVID WEINBERG

Name: David Weinberg
Title: Chief Financial Officer

Exhibit 99.1

SKECHERS USA ANNOUNCES SECOND QUARTER AND SIX MONTH FINANCIAL RESULTS

MANHATTAN BEACH, CA. - July 24, 2003 - SKECHERS USA, INC. (NYSE: SKX), a global leader in lifestyle footwear, today announced financial results for the second quarter and six-month period ended June 30, 2003.

Net sales for the second quarter of 2003 totaled \$229.3 million compared to \$256.7 million in the second quarter of 2002. Net loss for the quarter was \$2.1 million versus earnings of \$21.3 million in the second quarter of the prior year. Net loss per diluted share was \$0.06 on 37,782,000 shares outstanding compared to net earnings of \$0.52 per diluted share on 41,909,000 diluted shares outstanding in the second quarter of 2002.

For the six-month period ended June 30, 2003, net sales were \$437.9 million compared to net sales of \$501.6 million in the first six months of the prior year. Net earnings were \$6.3 million, as compared to net earnings of \$41.5 million in the first six months of the prior year. Diluted earnings per share in the first six months were \$0.17 on 38,042,000 diluted shares outstanding versus diluted earnings per share of \$1.05 on 40,187,000 diluted shares outstanding.

Gross profit for the second quarter of 2003 was \$89.6 million compared to \$105.8 million in the second quarter of last year. Gross margin was 39.1 percent compared to 41.2 percent in the second quarter of 2002. Gross profit for the first six months of 2003 reached \$179.9 million, or 41.1 percent of sales versus \$208.3 million, or 41.5 percent of sales in the first six months of the prior year.

"Aggressive advertising expenses exacerbated by the difficult retail environment, abnormal weather conditions and higher unemployment negatively impacted our sales, margins and earnings in the second quarter of 2003," began David Weinberg, chief financial officer of SKECHERS USA, Inc. "Further, as a result of reduced earnings projections for fiscal year 2003, projected worldwide tax benefits have decreased, adversely impacting second quarter earnings. The fiscal year 2003 worldwide tax rate is projected to be approximately 43 percent.

"With respect to inventory levels, we diligently attempted to sell through inventory with aggressive advertising to generate at-once orders during the second quarter. We were not as successful as we had anticipated in this endeavor," continued Mr. Weinberg. "Additionally, we were not able to achieve our inventory goals due to early shipments of new inventory from the factories during the second quarter. We will continue to work through our inventory levels, which will have an adverse impact on margins in the short term. On a positive note, at June 30, 2003, our total commitment to inventory, which includes our units on hand and in production, was only 2.2 percent higher than last year, we have seen sales pick up slightly in the latter part of the second quarter, and we believe that inventory will be in-line by year-end 2003.

"Building our business in the newly launched European subsidiaries in Spain, Portugal, Canada and the Benelux Region also impacted our net earnings," continued Mr. Weinberg, "but our product has been well-received by accounts and consumers in the global countries where we directly manage our business as well as in those areas handled by distributors. While growth has been slower than anticipated, we expect these subsidiaries to be an integral part of our earnings goals for the future, and we continue to believe international will be a key growth area for SKECHERS."

Mr. Weinberg added: "In the domestic market, it is too early to make a prediction on back-to-school sales, but we have received positive feedback from most of our major accounts on several of our lines - including key styles from SKECHERS Sport, SKECHERS USA and Somethin' Else from SKECHERS. We are continuing to support the brand with a strong marketing and advertising effort for the fall."

Robert Greenberg, SKECHERS chief executive officer, said: "SKECHERS' focus has been and always will be developing exceptional lifestyle products that target style-conscious men and women around the globe. Recently, we have expanded our scope with licensed products that reflect our image. Consumers can shop for SKECHERS Sport socks at major department stores now, for SKECHERS children's apparel in department stores across the country in August, and in the late fall for adult SKECHERS Sport watches as we grow SKECHERS into a head-to-toe

lifestyle brand. We believe the SKECHERS brand continues to be strong and viable, which should provide us with the ability to grow our business in a stronger retail environment."

The Company now expects third quarter 2003 sales to be in the range of \$205 million to \$215 million and a loss per share of \$0.05 to diluted earnings per share of \$0.05.

Note that statements made by Mr. Weinberg and Mr. Greenberg may involve future goals and targets, based upon current expectations. These comments are forward looking, and actual results may differ materially.

SKECHERS USA, Inc., based in Manhattan Beach, California, designs, develops and markets branded footwear for men, women and children. The Company offers a balanced assortment of basic and fashionable merchandise, which is sold to department stores and specialty retailers, as well as directly to consumers through company-owned SKECHERS retail stores and e-commerce. A global concept, the Company sells its product in more than 100 countries and territories throughout the world. For further information on SKECHERS, please visit the Company's web site at www.skechers.com or call the Company's information line at 877-INFO-SKX.

This announcement may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, which can be identified by the use of forward-looking terminology such as "may," "will," "believe," "belief," or other comparable terminology. These forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected in forward-looking statements and reported results shall not be considered an indication of the Company's future performance. Factors that might cause or contribute to such differences include, among others, a decrease in sales during the back-to-school or holiday selling season, change in consumer demands and fashion trends, current political and economic conditions in the world, potential disruptions in manufacturing related to overseas sourcing, cancellation of order commitments and decreased demand by industry retailers, the uncertain short and long-term effects of the severe acute respiratory syndrome ("SARS") crisis in the Far East and other factors affecting retail market conditions, including the factors addressed in the Company's annual report on form 10K for the year ended December 31, 2002.

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SKECHERS U.S.A., INC.

CONDENSED CONSOLIDATED STATEMENTS OF EARNINGS

(unaudited)

(In thousands, except per share data)

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	Three Months Ended June 30,			Six Months Ended June 30,				
	2003	2002		2003	2002			
	<C>	<C>	<C>	<C>	<C>	<C>	<C>	
Net sales	\$ 229,277	100.0%	\$ 256,652	100.0%	\$ 437,871	100.0%	\$ 501,601	100.0%
Cost of sales	139,683	60.9%	150,866	58.8%	257,958	58.9%	293,291	58.5%
Gross profit	89,594	39.1%	105,786	41.2%	179,913	41.1%	208,310	41.5%
Royalty income, net	454	0.2%	317	0.1%	725	0.2%	425	0.1%
	90,048	39.3%	106,103	41.3%	180,638	41.3%	208,735	41.6%
Operating expenses:								
Selling	28,838	12.6%	21,371	8.3%	45,961	10.5%	40,062	8.0%
General and administrative	61,073	26.6%	48,853	19.0%	118,655	27.1%	\$ 98,485	19.6%
	89,911	39.2%	70,224	27.4%	164,616	37.6%	138,547	27.6%
Earnings from operations	137	0.1%	35,879	14.0%	16,022	3.7%	70,188	14.0%

Other income (expense):										
Interest	(2,438)	-1.1%	(2,565)	-1.0%	(4,536)	-1.0%	(4,628)	-0.9%		
Other, net	(36)	0.0%	483	0.2%	(351)	-0.1%	526	0.1%		
	(2,474)	-1.1%	(2,082)	-0.8%	(4,887)	-1.1%	(4,102)	-0.8%		
Earnings before income taxes	(2,337)	-1.0%	33,797	13.2%	11,135	2.5%	66,086	13.2%		
Income tax provision (benefit)	(211)	-0.1%	12,539	4.9%	4,799	1.1%	24,550	4.9%		
Net earnings (loss)	\$ (2,126)	-0.9%	\$ 21,258	8.3%	\$ 6,336	1.4%	\$ 41,536	8.3%		
Net earnings per share:										
Basic	\$ (0.06)		\$ 0.57		\$ 0.17		\$ 1.12			
Diluted	\$ (0.06)		\$ 0.52		\$ 0.17		\$ 1.05			
Weighted average shares:										
Basic	37,782		37,119		37,746		36,988			
Diluted	37,782		41,909		38,042		40,187			

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SKECHERS U.S.A., INC.
CONDENSED CONSOLIDATED BALANCE SHEETS

(Unaudited)
(in thousands)

ASSETS

<TABLE>

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	June 30, 2003	December 31 2002
Current assets:		
Cash and marketable securities	\$ 41,530	\$ 124,830
Trade accounts receivable, net	154,865	97,419
Other receivables	7,447	7,761
Total receivables	162,312	105,180
Inventories	217,123	147,984
Deferred tax assets	703	703
Prepaid expenses and other current assets	13,784	14,779
Total current assets	435,452	393,476
Property and equipment, at cost, less accumulated depreciation and amortization	86,760	83,666
Intangible assets, at cost, less applicable amortization	1,271	356
Other assets	6,606	5,658
	\$530,089	\$483,156

LIABILITIES AND STOCKHOLDERS' EQUITY

Current liabilities:		
Current installments of long-term borrowings	2,545	2,442
Accounts payable	127,360	88,578
Accrued expenses	12,815	15,696
Total current liabilities	142,720	106,716
Long-term borrowings, excluding current installments	118,160	117,204
Stockholders' equity	269,209	259,236
	\$530,089	\$483,156

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Contact Information:

Company Contact:

SKECHERS USA, Inc.

David Weinberg, 310/318-3100

or

Investor Relations:

Integrated Corporate Relations

Brian Yarbrough, 562/256-7049