

# Skechers joins Duty Free Dynamics portfolio

Duty Free Dynamics (DFD) has announced the introduction of popular American brand “Skechers” to its footwear category.

Skechers, the third-largest athletic footwear brand in the US, offers lifestyle and performance products for men, women and children. The brand, which is known for delivering stylish, innovative and quality products at a reasonable price, is marketed in 170 countries

As a firmly established global brand in the domestic market, Skechers now continues to expand by entering the Travel Retail marketplace through its partnership with DFD. Currently, DFD will represent Skechers for distribution of their products within the Travel Retail channel of Latin America and the Caribbean.

DFD’s ever-growing portfolio includes 10 product categories represented by 30 brands being distributed within the Travel Retail channel of the Americas, expanding globally this year. This expansion and innovative business models are among the initiatives outlined in a new strategic plan, recently disclosed by DFD.