



October 2, 2017

VIA EMAIL AND OVERNIGHT MAIL

Philip Paccione, General Counsel
Skechers U.S.A., Inc.
228 Manhattan Beach Blvd.
Manhattan Beach, CA 90266
[REDACTED]

Skechers
Clinton Crossing Premium Outlets
20A Killingworth Turnpike
Clinton, CT 06413

Re: Skechers store’s fictitious pricing practices

Dear Mr. Paccione:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization based in Connecticut dedicated to protecting consumers nationwide from deceptive advertising. A TINA.org investigation has revealed that the Skechers store at Clinton Crossing Premium Outlets in Clinton, Connecticut runs perpetual – and therefore fabricated and deceptive – sales on its products.

Specifically, TINA.org visited the Clinton store on a weekly basis for more than six months (from February 17, 2017 to August 28, 2017) in order to track the advertised pricing for a sampling of five products. Not once during the entire 29-week investigation did any product in TINA.org’s sampling sell for the advertised “regular” price.

A summary of our investigation findings is below:

Product	Advertised “Regular” Price	Advertised “Sale” Price
Women’s Beverlee Delighted sandal	\$50.00	\$39.99
Men’s Relaxed Fit Eris Inaldo shoe	\$70.00	\$44.99 - \$49.99

Women's Relaxed Fit Reggae Fest shoe	\$60.00	\$49.99 - \$54.99
Men's Verdict boot	\$95.00	\$69.99

The sampling of products at the Skechers store show that "sales" ranged from 8% off to more than 35% off the "regular" price. A full table showing the individual prices at the Skechers store each week, as well as photographs of the product tags and sale signs, is available at <https://www.truthinadvertising.org/skechers-pricing-database/>.¹

This fictitious pricing comparison, in which Skechers attempts to mislead consumers to think they are receiving a great bargain, is deceptive and against the law. Accordingly, we are filing a complaint with the Connecticut Attorney General's Consumer Protection Department regarding the use of this deceptive marketing tactic. We urge you to cease this fictitious reference pricing immediately, and ensure that all Skechers stores and internet sites are not using similar deceptive marketing tactics.

Sincerely,



Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.

Cc: Steven Fivel, General Counsel, Simon Property Group, Inc.

¹ In addition to these advertised "sale" prices at Skechers, the store also ran a "50% off your 2nd pair sale" during 27 of the 29 weeks of TINA.org's investigation.