



SUPRA FOOTWEAR AND SKULLCANDY DROP EXCLUSIVE FALL 2018 COLLABORATION

PARK CITY, Utah, Nov. 13, 2018 – SUPRA Footwear and Skullcandy, Inc., the original lifestyle audio brand, have announced a new collaboration for an exclusive fall 2018 collection fusing the best of loud color and street style.



Brought together by its roots in skateboarding, SUPRA and Skullcandy have produced a limited-edition run of Skullcandy's best-selling **Hesh 3 Wireless** headphones and SUPRA's **Breaker** and **Factor** shoes - featuring an exclusive colorway, Blue Iridium. The collection is available on suprafootwear.com, skullcandy.com and at select retailers.

Produced on SUPRA's most popular silhouettes, the **Breaker** and **Factor** feature mixes of the blue iridium on classic black. The shoes will be distributed in US, Mexico, Europe and Japan; for \$105 and \$135 respectively.

Skullcandy's **Hesh 3 Wireless** headphone is designed in a completely unique way with custom-lined details of the same iridescent blue iridium for \$99. With up to 22 hours of rechargeable battery life and Bluetooth® connectivity, **Hesh 3 Wireless** is designed with a noise-isolating fit for comfortable all-day listening. The convenient foldable design, powerful high-end audio drivers, and quality materialization make this the perfect over-ear headphone for any occasion or type of music.

The exclusive collaboration launches globally on November 13, 2018 in limited quantities. Alongside any purchase of either pair of the SUPRA footwear or the limited edition **Hesh 3 Wireless**, customers will

receive a coupon of 30 percent off at either suprafootwear.com or skullcandy.com for the matching collaboration product.

For more information on the **#SUPRAXSKULLCANDY** collaboration, check out [@suprafootwear](https://twitter.com/suprafootwear) [@skullcandy](https://twitter.com/skullcandy) on [Facebook](#), [Instagram](#) and [Twitter](#). All downloadable assets can be found [here](#).

ABOUT SUPRA

SUPRA is a footwear innovator and global lifestyle brand founded in Southern California in 2006. Inspired by passion and born from skate, SUPRA fuses skateboarding, fashion, music, art, and street to bring classic silhouettes in an innovative way. Today SUPRA operates flagship stores in Mexico City and Tokyo and distributes to over 60 countries through a network of select skate shops and high-end boutiques. SUPRA is owned by KSGB, also known as K-Swiss Inc., a division of E.Land Group, a privately held Korean company.

About Skullcandy®

Skullcandy is the original lifestyle audio brand that lives by its mission to not just listen to music but to feel it. Founded at the center of music and board sports, Skullcandy drives innovation in audio experiences from groundbreaking, immersive technology in its headphones to once in a lifetime music events featuring emerging artists that inspire and move its culture forward. Based in Park City, Utah, Skullcandy designs, markets, and distributes audio products through a variety of distribution channels globally with international offices in Tokyo, Zurich, London, Shenzhen, and Vancouver, as well as through partners in some of the most important cultural and board sports hubs in the world. The company's website can be found at <http://www.skullcandy.com>.

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MEDIA CONTACTS

SUPRA
Master Plan Communications, Inc.
Debs Choi
714.310.9651
deborah@masterplanpr.com

Skullcandy
DKC
Elyssa Kanter
310.853.8895
elyssa_kanter@dkcnews.com

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