

Skechers and Martha Stewart release their first footwear collection

 [worldfootwear.com/news/skechers-and-martha-stewart-release-their-first-footwear-collection/8647.html](https://www.worldfootwear.com/news/skechers-and-martha-stewart-release-their-first-footwear-collection/8647.html)

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The US-based company teamed up with Martha Stewart to create the capsule collection **A Day in the Life of Martha**, covering her favourite looks for daywear, entertaining and weekend wellness

Launched on International Women's Day, the 8th of March, the Spring 2023 capsule collection, **A Day in the Life of Martha**, aims to offer women a footwear collection “for living comfortably and beautifully every day”. The **assortment features the entrepreneur and lifestyle icon's signature on Skechers' most popular** slip-ins, slides, and sandals for daywear, entertaining and weekend wellness.

“I’ve loved personalizing my first collection with Skechers. It's full of fantastic comfort features, carefully crafted designs, and casual elegance for working, staying active and entertaining. **This collection is a wonderful way for women to enjoy the shoes that help me feel and do my best**, every day of the year, and we've built on some of my favourites like Skechers Hands Free Slip-ins and GO WALK”, commented Martha Stewart, who recently debuted the Skechers Hands Free Slip-ins commercial.

Skechers EX1006
Skechers v. FAST IP

“Millions of Martha's fans adore and purchase her collections - **and pairing her iconic designs with our demanded comfort technologies is an offering that we know women will want to wear.** Our partnership with Martha continues to grow, and the launch of this new collection is an exciting time for our brand and the perfect match”, stated Michael Greenberg, President of Skechers. Marta Stewart **began her collaboration with the footwear company in 2022** with the commercial and marketing campaign for the Skechers Arch Fit collection.

Image Credits: womansday.com