UNITED STATES
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, 2025**

DECKERS OUTDOOR CORPORATION

(Exact name of registrant as specified in its charter)

Delaware	**001-36436**	**95-3015862**
(State of Incorporation)	(Commission File Number)	(I.R.S. Employer Identification No.)

250 Coromar Drive, Goleta, California 93117
(Address of principal executive offices) (Zip Code)

(805) 967-7611
(Registrant's telephone number, including area code)

N/A
(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value $0.01 per share	DECK	New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 2.02 Results of Operations and Financial Condition.**

On July 24, 2025, Deckers Outdoor Corporation (the "Company") issued a press release announcing its financial results for the three months ended June 30, 2025, and providing its financial outlook for the fiscal quarter ending September 30, 2025. The Company intends to hold a conference call regarding these financial results. A copy of the press release is furnished hereto as Exhibit 99.1.

Item 7.01 Regulation FD Disclosure.**

On July 24, 2025, the Company issued a press release announcing that Dave Powers is retiring from the Board of Directors of the Company (the "Board") and is not standing for reelection at the Company's 2025 Annual Meeting of Stockholders to be held on September 8, 2025 (the "Annual Meeting"), and Patrick J. Grismer has been nominated for election to the Board to be voted upon by the Company's stockholders at the Annual Meeting. A copy of the press release is furnished hereto as Exhibit 99.2.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

Exhibit No.	Description.
99.1	Press Release, dated July 24, 2025.
99.2	Press Release, dated July 24, 2025.
104	Cover Page Interactive Data File (embedded within the Inline XBRL document).

**The information provided in Item 2.02 and Item 7.01 of this Current Report on Form 8-K, including Exhibits 99.1 and 99.2 attached hereto, is being furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section. Such information shall not be deemed incorporated by reference into any filing of the Company under the Securities Act of 1933, as amended, or the Exchange Act, whether made before or after the date hereof, regardless of any general incorporation language in such filing, except as otherwise expressly set forth by specific reference in such filing.

SIGNATURES

Pursuant to the requirements of the Securities 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, 2025

Deckers Outdoor Corporation

/s/ Steven J. Fasching

Steven J. Fasching, Chief Financial Officer

DECKERS BRANDS REPORTS FIRST QUARTER FISCAL YEAR 2026 FINANCIAL RESULTS

- **FIRST QUARTER FY 2026 REVENUE INCREASED 17% TO $965 MILLION**
- **FIRST QUARTER FY 2026 DILUTED EPS INCREASED 24% TO $0.93**

Goleta, California (July 24, 2025) -- Deckers Brands (NYSE: DECK), a global leader in designing, marketing, and distributing innovative footwear, apparel, and accessories, today announced financial results for the first fiscal quarter ended June 30, 2025. The Company also provided its financial outlook for the second fiscal quarter ending September 30, 2025.

“HOKA and UGG outperformed our first quarter expectations, with robust growth delivering solid results to begin fiscal year 2026,” said Stefano Caroti, President and Chief Executive Officer. “Though uncertainty remains elevated in the global trade environment, our confidence in our brands has not changed, and the long-term opportunities ahead are significant. We will lean on the fundamental strengths of our powerful operating model as we continue executing our strategy.”

First Quarter Fiscal 2026 Financial Review (Compared to the Same Period Last Year)

- **Net sales** increased 16.9% to $964.5 million compared to $825.3 million. On a constant currency basis, net sales increased 16.3%.
  - ***Brand***
    - HOKA® brand net sales increased 19.8% to $653.1 million compared to $545.2 million.
    - UGG® brand net sales increased 18.9% to $265.1 million compared to $223.0 million.
    - Other brands net sales decreased 19.0% to $46.3 million compared to $57.2 million.
  - ***Channel***
    - Wholesale net sales increased 26.7% to $652.4 million compared to $514.8 million.
    - DTC net sales increased 0.5% to $312.2 million compared to $310.6 million. DTC comparable net sales decreased 2.2%.
  - ***Geography***
    - Domestic net sales decreased 2.8% to $501.3 million compared to $515.9 million.
    - International net sales increased 49.7% to $463.3 million compared to $309.5 million.
- **Gross margin** was 55.8% compared to 56.9%.
- **SG&A expenses** were $372.6 million compared to $337.2 million.
- **Operating income** was $165.3 million compared to $132.8 million.
- **Diluted earnings per share** was $0.93 compared to $0.75. As previously disclosed, the Company effected a six-for-one forward stock split of its common stock during the second fiscal quarter ended September 30, 2024. The share, per share, and resulting financial amounts in this press release have been adjusted to reflect the effectiveness of the stock split.

Balance Sheet (June 30, 2025 as compared to June 30, 2024)

- Cash and cash equivalents were $1.720 billion compared to $1.438 billion.
- Inventories were $849.4 million compared to $753.3 million.
- The Company had no outstanding borrowings.

Capital Allocation

During the first fiscal quarter, the Company repurchased approximately 1.7 million shares of its common stock for a total of $183.0 million at a weighted average price paid per share of $109.84. As of July 10, 2025, the Company had approximately $2.4 billion remaining under its stock repurchase authorization.

Second Quarter Fiscal 2026 Outlook for the Three Month Period Ending September 30, 2025

Given the continued uncertainty from evolving global trade policy and related macroeconomic pressures, the Company will only be providing second quarter guidance. The following represents management's current outlook.

- Net sales are expected to be in the range of $1.38 billion to $1.42 billion.
- Diluted earnings per share is expected to be in the range of $1.50 to $1.55.
- Diluted earnings per share guidance excludes any impact from additional share repurchases.

The Company's outlook is forward-looking in nature, reflecting our expectations as of July 24, 2025, and is subject to significant risks and uncertainties that limit our ability to accurately forecast results. This outlook assumes no meaningful changes to the Company's business prospects or risks and uncertainties identified by management that could impact future results, which include but are not limited to: changes in macroeconomic conditions, including consumer confidence, discretionary spending, inflationary pressures, and foreign currency fluctuations; changes to global trade policy, including tariffs and trade restrictions; geopolitical tensions; and supply chain disruption.

Non-GAAP Financial Measures

In certain instances the Company may present financial measures that were not prepared in accordance with generally accepted accounting principles in the United States (non-GAAP financial measures), including constant currency. These non-GAAP measures provide information that may assist investors in understanding its financial results and assessing its prospects for future performance. The Company believes these non-GAAP financial measures are important indicators of its operating performance because they exclude items that are unrelated to, and may not be indicative of, its core operating results.

The non-GAAP financial measures presented by the Company may not necessarily be comparable to similarly titled measures of other companies and may not be appropriate measures for comparing the performance of other companies relative to Deckers. For example, to calculate constant currency information, the Company calculates the current period financial information using the foreign currency exchange rates that were in effect during the previous comparable period, excluding the effects of foreign currency exchange rate hedges and remeasurements in the condensed consolidated financial statements. Further, the Company reports DTC comparable net sales on a constant currency basis for DTC operations that were open throughout the current and prior reporting periods, and may adjust prior reporting periods to conform to current year accounting policies. These non-GAAP financial measures are not intended to represent, and should not be considered to be more meaningful measures than, or alternatives to, measures of operating performance determined in accordance with GAAP. To the extent the Company utilizes such non-GAAP financial measures in the future, it expects to calculate them using a consistent method from period-to-period.

Conference Call Information

The Company's conference call to review the results for the first quarter fiscal year 2026 will be broadcast live today, Thursday, July 24, 2025, at 4:30 pm Eastern Time and hosted at *ir.deckers.com*. You can access the broadcast by clicking on the link within the "Webcast" box at the top of the page. A replay of the broadcast will be available for at least 30 days following the conference call and can be accessed under the "Quarterly Earnings" section of the "Financials" tab at the aforementioned website.

About Deckers Brands

Deckers Brands is a global leader in designing, marketing, and distributing innovative footwear, apparel, and accessories developed for both everyday casual lifestyle use and high-performance activities. The Company's portfolio of brands includes UGG®, HOKA®, Teva®, and AHNU®. Deckers Brands products are sold in more than 50 countries and territories through select department and specialty stores, Company-owned and operated retail stores, and select online stores, including Company-owned websites. Deckers Brands has over 50 years of history building niche footwear brands into lifestyle market leaders attracting millions of loyal consumers globally. For more information, please visit *www.deckers.com*.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, which statements are subject to considerable risks and uncertainties. Forward-looking statements include all statements other than statements of historical fact contained in this press release, including statements regarding our projected financial results, including net sales, gross margin, SG&A expenses, operating margin, inventories, effective tax rate, and diluted earnings per share; consumer confidence and discretionary spending, including uncertainties associated with the global trade environment; the strength of our brands and demand for our products; our ability to drive future growth and profitability; our ability to execute on our long-term strategies, objectives, and opportunities; and our ability to return value to our stockholders, including potential repurchase of shares. We have attempted to identify forward-looking statements by using words such as "anticipate," "believe," "estimate," "intend," "may," "plan," "predict," "project," "should," "will," or "would," and similar expressions or the negative of these expressions.

Forward-looking statements represent our management's current expectations and predictions about trends affecting our business and industry and are based on information available as of the time such statements are made. Although we do not make forward-looking statements unless we believe we have a reasonable basis for doing so, we cannot guarantee their accuracy or completeness. Forward-looking statements involve numerous known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements predicted, assumed or implied by the forward-looking statements. Some of the risks and uncertainties that may cause our actual results to materially differ from those expressed or implied by these forward-looking statements are described in the section entitled "Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended March 31, 2025, as well as in our Quarterly Reports on Form 10-Q and other filings with the Securities and Exchange Commission.

Any forward-looking statement made by us in this press release is based only on information currently available to us and speaks only as of the date on which it is made. Except as required by applicable law or the listing rules of the New York Stock Exchange, we expressly disclaim any intent or obligation to update any forward-looking statements, or to update the reasons actual results could differ materially from those expressed or implied by these forward-looking statements, whether to conform such statements to actual results or changes in our expectations, or as a result of the availability of new information.

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Investor Contact:
Erinn Kohler | VP, Investor Relations, Corporate Planning & Business Analytics | Deckers Brands | 805.967.7611

DECKERS OUTDOOR CORPORATION AND SUBSIDIARIES
CONDENSED CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME (UNAUDITED)
(dollar and share data amounts in thousands, except per share data)

	Three Months Ended June 30,	
	2025	2024
Net sales	**$ 964,538**	**$ 825,347**
Cost of sales	426,632	355,347
Gross profit	**537,906**	**470,000**
Selling, general, and administrative expenses	372,619	337,193
Income from operations	**165,287**	**132,807**
Total other income, net	(17,779)	(16,346)
Income before income taxes	**183,066**	**149,153**
Income tax expense	43,863	33,528
Net income	**139,203**	**115,625**
Total other comprehensive loss, net of tax	(8,435)	(3,800)
Comprehensive income	**$ 130,768**	**$ 111,825**
Net income per share		
Basic	$ 0.93	$ 0.76
Diluted	$ 0.93	$ 0.75
Weighted-average common shares outstanding		
Basic	149,344	152,867
Diluted	149,635	153,483

DECKERS OUTDOOR CORPORATION AND SUBSIDIARIES
CONDENSED CONSOLIDATED BALANCE SHEETS (UNAUDITED)
(dollar amounts in thousands)

	June 30, 2025	March 31, 2025
ASSETS		(AUDITED)
Current assets		
Cash and cash equivalents	$ 1,720,416	$ 1,889,188
Trade accounts receivable, net	376,474	332,872
Inventories	849,351	495,226
Other current assets	128,587	143,189
Total current assets	3,074,828	2,860,475
Property and equipment, net	332,311	325,599
Operating lease assets	269,248	237,352
Other noncurrent assets	162,884	146,826
Total assets	**$ 3,839,271**	**$ 3,570,252**
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current liabilities		
Trade accounts payable	$ 732,881	$ 417,955
Operating lease liabilities	65,254	54,453
Other current liabilities	248,861	297,533
Total current liabilities	1,046,996	769,941
Long-term operating lease liabilities	246,817	222,522
Other long-term liabilities	77,979	64,776
Total long-term liabilities	324,796	287,298
Total stockholders' equity	2,467,479	2,513,013
Total liabilities and stockholders' equity	**$ 3,839,271**	**$ 3,570,252**

DECKERS BRANDS

Deckers Brands Nominates Patrick J. Grismer to Board of Directors

Dave Powers to Retire from the Board After Over Nine Years of Service

GOLETA, Calif., July 24, 2025 – Deckers Brands (NYSE: DECK), a global leader in designing, marketing, and distributing innovative footwear, apparel, and accessories, today announced the nomination of Patrick J. Grismer for election to its Board of Directors (the "Board") at the Company's 2025 Annual Meeting of Stockholders to be held on September 8, 2025 (the "Annual Meeting"). In connection with Mr. Grismer's nomination and as previously announced, Dave Powers will not stand for reelection to the Board at the Annual Meeting, retiring after more than nine years of service as a director.

Mr. Grismer brings over 35 years of financial leadership experience at major global consumer companies. He currently serves on the board of directors of Krispy Kreme and recently served as chair of the board of directors of Panera Brands. Mr. Grismer previously held CFO roles at Starbucks Coffee Company, Hyatt Hotels Corporation and Yum! Brands, where he oversaw significant business transformations and value-creation initiatives, as well as executive leadership positions at The Walt Disney Company. Mr. Grismer earned a B.S. in Accounting from the University of Southern California and an M.B.A. from Northwestern University.

If Mr. Grismer is elected to the Board at the Annual Meeting, he is expected to join the Audit & Risk Management Committee. Maha S. Ibrahim, a member of the Audit & Risk Management Committee, is expected to join the Corporate Responsibility, Sustainability & Governance Committee and step down as a member of the Audit & Risk Management Committee if reelected to the Board at the Annual Meeting.

"We are pleased to nominate Pat to our Board as we build on Deckers' growth trajectory and value creation," said Cindy Davis, Chair of the Board. "Pat's financial expertise, strategic vision and proven leadership at some of the world's most recognizable companies will be immediately additive to our oversight of Deckers' long-term strategy and the continued momentum of our iconic brands."

Mr. Grismer said, "Deckers has created leading footwear brands that consumers are passionate about and truly connect with. I have been impressed by the Company's ability to continually extend its reach and deepen its relevance across categories and geographies, always meeting the moment. I am excited to join the Board and help advance the Company's strategy to deliver value."

Ms. Davis continued, "On behalf of the Board, I want to thank Dave for his immense service to Deckers, both as a director and as our former CEO and President. Dave has played an instrumental role in shaping Deckers into the industry leader it is today, with unique products that blend technology and comfort. We are grateful for Dave's above-and-beyond dedication, and we wish him the best in his well-deserved retirement come September."

Mr. Powers commented, "It has been deeply rewarding to be part of Deckers' journey since 2012, which has been marked by explosive growth and meaningful contributions to our communities. Deckers is a resilient organization with incredible talent and exemplary leaders, and the extraordinary innovation happening at HOKA and UGG will continue to set the Company apart. I am confident Deckers' future is bright, and I look forward to following its successes for years to come."

About Deckers Brands

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websites. Deckers Brands has over 50 years of history building niche footwear brands into lifestyle market leaders attracting millions of loyal consumers globally. For more information, please visit www.deckers.com.

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This press release contains "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, which statements are subject to considerable risks and uncertainties. Forward-looking statements include all statements other than statements of historical fact contained in this press release, including statements regarding the anticipated composition of the committees of the Board following the Annual Meeting; the strength and momentum of our brands; our ability to drive future growth and profitability; our ability to execute on our long-term strategies and objectives; and our ability to achieve continued success and deliver value for our stakeholders. We have attempted to identify forward-looking statements by using words such as "anticipate," "believe," "estimate," "intend," "may," "plan," "predict," "project," "should," "will," or "would," and similar expressions or the negative of these expressions.

Forward-looking statements represent our management's current expectations and predictions about trends affecting our business and industry and are based on information available as of the time such statements are made. Although we do not make forward-looking statements unless we believe we have a reasonable basis for doing so, we cannot guarantee their accuracy or completeness. Forward-looking statements involve numerous known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements predicted, assumed or implied by the forward-looking statements. Some of the risks and uncertainties that may cause our actual results to materially differ from those expressed or implied by these forward-looking statements are described in the section entitled "Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended March 31, 2025, as well as in our Quarterly Reports on Form 10-Q and other filings with the Securities and Exchange Commission.

Any forward-looking statement made by us in this press release is based only on information currently available to us and speaks only as of the date on which it is made. Except as required by applicable law or the listing rules of the New York Stock Exchange, we expressly disclaim any intent or obligation to update any forward-looking statements, or to update the reasons actual results could differ materially from those expressed or implied by these forward-looking statements, whether to conform such statements to actual results or changes in our expectations, or as a result of the availability of new information.

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