Movado Group Appoints Stéphane Gerschel as Chief Marketing Officer

May 4, 2022

PARAMUS, N.J.--(BUSINESS WIRE)--May 4, 2022-- Movado Group, Inc. (NYSE: MOV) today announced the appointment of Stéphane Gerschel as the Company's Chief Marketing Officer ("CMO"), effective April 18, 2022. As CMO, Mr. Gerschel will leverage his expertise in global marketing to drive awareness and interest for the Company's portfolio of compelling brands with a focus on maximizing the strength of its Movado brand around the world.

"We are thrilled to welcome Stéphane to Movado Group's leadership team as Chief Marketing Officer. We believe our brands will benefit greatly from his strong and expansive experience directing brand strategy in the luxury industry," stated Chairman and Chief Executive Officer of Movado Group, Efraim Grinberg. "As we continue to advance digitally and expand our watch and jewelry collections, we are confident that Stéphane's extensive experience and terrific leadership skills will help drive Movado Group's evolution in this pivotal time."

Previously, Mr. Gerschel held positions of leadership at several luxury brands. Most recently, he served as the Global Brand Managing Director for Pomellato at the Kering Group in Milan. Prior to that, he worked at LVMH as the Senior Director for International Communication at Bulgari, and he was the International Communication Director for Veuve Clicquot.

"As an iconic, global brand, I've always admired the Movado brand along with the Company's powerful portfolio of world-class brands. I am truly honored to join the Company and look forward to working closely with Efraim and the entire Movado Group team as we amplify all our brands' presence on the global stage," said Stéphane Gerschel.

Mr. Gerschel earned a Master's in Law from University of Paris II Assas and the University of Miami and holds a diploma from the Institut d'Etudes Politiques de Paris, majoring in International Business Administration and minoring in Luxury Industry Management. Mr. Gerschel is the author of five books, including the bestselling "Louis Vuitton Icons" published by Assouline, and "The Seasons of Veuve Clicquot," published by Rizzoli New York, which has received several awards.

The Chief Marketing Officer position at Movado Group had been vacant since the sad passing of its long-time marketing executive, Mary Leach, from cancer in February 2021.

About Movado Group:

Movado Group, Inc. designs, sources, and globally distributes and sells MOVADO®, MVMT®, OLIVIA BURTON®, EBEL®, CONCORD®, CALVIN KLEIN®, COACH®, TOMMY HILFIGER®, HUGO BOSS®, LACOSTE® and SCUDERIA FERRARI® watches and, to a lesser extent jewelry and other accessories, and operates Movado Company Stores in the United States and Canada.

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