

# MOVADO GROUP INC.

## Movado Launches New Global Campaign “Connecting the Dots”

September 19, 2023

*The campaign honors Movado’s nearly 150-year history and Swiss heritage, while celebrating the brand’s iconic modern design and the meaning of Movado as “always in motion”*

PARAMUS, N.J.--(BUSINESS WIRE)--Sep. 19, 2023-- Today, [Movado Group, Inc.](#) (NYSE: MOV) announced the launch of its new global campaign “Connecting The Dots,” which captures people always in motion wearing Movado watches in their everyday life. The campaign aims to connect the dots between Movado’s legacy, present and future by emphasizing the brand’s longtime innovation and heritage.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230919962259/en/>



Photographer, Julia Noni, known for capturing motion in her work, shot the campaign featuring a beautiful range of watches and cinematographer, Htat Htut, filmed footage showcasing people wearing their Movado watches as they move throughout their daily life activities. The shoot took place on the Upper West Side of Manhattan, capturing historical landmarks such as the renowned Movado Time Sculpture designed by celebrated architect Philip Johnson, which is prominently displayed at Lincoln Center as a donation from the brand.

“We spent a lot of time researching our archives and diving deep into our heritage to define the elements that have made Movado an iconic and legacy brand since 1881,” said Margot Grinberg, President of the Movado Brand and SVP of E-Commerce. “One of the key differentiators of Movado is our museum dial. It was considered revolutionary. A watch designed with no numbers wasn’t heard of at the time. It’s a design just as relevant today as it was over 75 years ago and continues to be our primary inspiration for how we continue to evolve as a brand.”

The new campaign takes its inspiration from Movado’s iconic Museum Dial, whose single dot at 12 o’clock symbolizes the sun at high noon. The campaign also features for the first time, the new Movado logo, which was inspired by a Movado logo from the early 20<sup>th</sup> century.

View the campaign’s hero video [here](#) and other elements across TV, digital and print media including magazines, out of home/outdoor and across all social media platforms. Aruliden, Global Branding Agency, partnered with Movado on this campaign.

### ABOUT MOVADO

Founded in Switzerland 1881, Movado has always been in motion and moving forward. Its commitment to modern design and innovation has made Movado one of the world’s premier watchmakers, with a proud 143-year heritage of Swiss craftsmanship, design and excellence. Expertly combining artistry, innovation and technology, Movado has earned over 100 patents and has timepieces on display in 20 museums worldwide.

The brand has been a long-time supporter of the performing arts and other worthy causes and is proud to partner with organizations such as Lincoln Center for the Performing Arts, Jazz at Lincoln Center, the Public Art Fund, The Studio Museum of Harlem, Derek Jeter’s Turn 2 Foundation, BCRF (Breast Cancer Research Foundation) and Jewelers For Children.

### 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®, and LACOSTE® 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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