

MOVADO GROUP INC.

Movado Presents the New Chris Benz for Movado BOLD Timepiece Collection at an Exclusive Celebration in Los Angeles

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NEW YORK, Nov. 15, 2011 /PRNewswire via COMTEX/ --

Movado Group, Inc. (MOV) - An exclusive event was held at the home of Cameron Silver, co-owner of Decades boutiques, and Jeff Snyder in Los Angeles on November 10, 2011, to celebrate the Chris Benz for Movado BOLD collection. Movado was proud to present its newest additions to the Movado Artists' Series with exciting new watch styles designed by acclaimed CFDA award-winning fashion designer Chris Benz. Hollywood stars and stylists including Dianna Agron, Eva Amurri, Brad Goreski, Julia Jones, George Kotsiopoulos, Addison Timlin, and Kerry Washington joined Movado for a fun-filled evening.

(Photo: <http://photos.prnewswire.com/prnh/20111115/NY06427>)

The newest addition to the acclaimed Movado Artists' Series of watches comprises five colorful designs featuring a fashion-forward iteration of the legendary Museum dial. The iconic Museum dot been reinterpreted as a "drip-dot" in bright, unusual color combinations, with Chris Benz's signature smoke print on silk straps.

"I am so honored to be in the respected group of artists and designers who have collaborated with Movado," said Chris Benz. "There has been such a rich history, it's almost unbelievable - from Andy Warhol and James Rosenquist to Romero Britto and Kenny Scharf, all have maintained the integrity of the Movado aesthetic without sacrificing their own unique vision. Movado is based in the keystones of art, culture, and functionality, all of which are fundamental to my own collection."

Cameron Silver is known for bringing vintage to the red carpet and the Decades boutique has become a staple for fashion forward celebs. An exciting display of Movado vintage, one-of-a-kind Movado watches were on display.

A brand long identified with Modernism and closely associated with the arts, Movado has achieved a proud 130-year history of design excellence and innovation. Movado has been a major supporter of New York City Ballet, Lincoln Center for the Performing Arts, Jazz at Lincoln Center, and The John F. Kennedy Center for the Performing Arts. Additionally, Movado has supported the Miami International Film Festival, Miami City Ballet, The Joffrey Ballet, Ballet Pacifica, and the Cooper Hewitt, National Design Museum.

Movado Group, Inc. designs, manufactures, and distributes Movado, Ebel, Concord, ESQ by Movado, Coach, Hugo Boss, Lacoste, Juicy Couture and Tommy Hilfiger watches worldwide.

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