MOVADO GROUP INC.

Lily Collins becomes the newest Movado Brand Ambassador

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NEW YORK, Aug. 8, 2012 /PRNewswire/ -- Movado (NYSE: MOV) announced that actor Lily Collins has joined its prestigious roster of brand ambassadors. Lily will be featured in Movado's updated 'Modern Ahead of its Time' advertising campaign shot by fashion photographer Carter Smith and launching this fall.

(Photo: http://photos.prnewswire.com/prnh/20120808/NY51430)

"We are so thrilled to have Lily Collins join the Movado team as our newest brand ambassador," stated Mary Leach, Movado Group Chief Marketing Officer. "Lily has such natural presence and a unique and confident sense of her own style. She embodies the brand's core values of artistry, innovation and has a real passion for excellence. She will support the Movado brand image and marketing initiatives as a fresh new face and voice for people of her generation."

Born in England, Lily relocated to Los Angeles, California at the age of 5. She made her film debut in the 2010 Academy Award-nominated film *The Blind Side* and most recently starred as Snow White in *Mirror, Mirror* with Julia Roberts. In 2013, Collins will play the lead role of Clary Fray in the film *The Mortal Instruments*, based on the ultra-popular young adult fantasy novels by Cassandra Clare. She will also star in upcoming films *The English Teacher* with Julianne Moore and *Writers* with Jennifer Connelly.

As a teen, Lily discovered a passion for journalism and began writing a column for *Elle Girl UK*. She has also written for *The Los Angeles Times* and *CosmoGirl* and covered presidential inaugurations and conventions for *Nickelodeon* and for *Seventeen* magazine.

"I am so excited to partner with Movado and to be a part of the new ad campaign as their brand ambassador," said Lily Collins. "I have always been an admirer of Movado watches, and am proud to have the opportunity to represent a brand that is so historically rich and that is known for its revered philanthropic endeavors as well as its various collaborations with cutting-edge artists."

A brand long identified with Modernism and closely associated with the performing 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 Movado, Coach, Hugo Boss, Lacoste, Juicy Couture, Tommy Hilfiger, and Ferrari branded watches worldwide.

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