

MOVADO GROUP INC.

Movado Hosts a Special Event at The Juilliard School for Derek Jeter's Turn 2 Foundation

December 16, 2013

NEW YORK, Dec. 16, 2013 /PRNewswire/ -- Movado Group, Inc. (MOV) – On Wednesday, December 11, 2013 Movado hosted the Turn 2 Foundation's "Jeter's Leaders", for three world premiere dance performances at the Juilliard School. Turn 2's premier youth leadership development program, is designed to promote healthy lifestyles, academic achievement and social change activism among high school students. The group of 40 Leaders attended the performance of *New Dances PLUS: Edition 2013* created by today's most innovative choreographers, some of them Juilliard alumni, and performed by dancers from The Juilliard School's Dance Division.

(Photo: <http://photos.prnewswire.com/prnh/20131216/NY33940>)

"The Turn 2 Foundation creates programs and activities that promote healthy lifestyles, academic excellence and leadership development," remarked Derek Jeter. "We are continually open to initiatives that benefit our students and expose them to new and exciting cultural experiences that broaden their scope and increase awareness of the opportunities that exist. I thank Movado for continuing to support our goals by providing experiences that enrich the lives of our students through unique programs such as this evening's performance at Juilliard."

The Juilliard Dance Division is a groundbreaking college dance program with conservatory credentials, whose faculty and alumni have changed the face of dance around the world. This special event provided an exceptional opportunity for the students to witness the premiere performance of *New Dances* and to learn firsthand from the Juilliard students how a dance performance is created. Movado hosted a pre-performance reception where students from the Dance Division discussed the process of creating a dance performance from choreography to rehearsal and shared how the arts have enriched their lives and educational experiences. The reception included a lively Q & A session followed by the world premiere performance of *New Dances*, commissioned from choreographers Brian Brooks, Juilliard alumni Darrell Grand Moultrie and Takehiro Ueyama, performed by first, second, and third year dancers in The Peter Jay Sharp Theater at Juilliard.

"We are thrilled to provide the students with the opportunity to learn more about the world of dance through this wonderful evening at The Juilliard School," said Mary Leach, Chief Marketing Officer, Movado Group, Inc. "In the spirit of Movado's continual commitment to support the cultural arts, we were thrilled to partner with Turn 2 to support the Foundation's educational initiatives."

A brand long identified with Modernism and closely associated with the performing arts, Movado has achieved a proud 132-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.

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Heather Cohen, Public Relations, Movado Group, Inc., +1-917-934-4978, hcohen@movadogroup.com