MOVADO GROUP INC.

Movado Group, Inc. Promotes Julian Addison to President of Movado Group Asia Pacific

May 5, 2014

PARAMUS, N.J.--(BUSINESS WIRE)--May 5, 2014-- Movado Group, Inc. (NYSE:MOV) today announced the promotion of Julian Addison to President of Movado Group Asia Pacific, effective May 1, 2014. Mr. Addison, previously head of global value chain operations, will be co-located in Hong Kong and the US and will report to Rick Cote, President and Chief Operating Officer, of Movado Group, Inc.

Rick Cote stated, “We are pleased to announce Julian’s well-earned promotion to President of Movado Group Asia Pacific. Julian’s multiple roles at Movado Group have given him tremendous exposure to all aspects of the Company’s global business. He is a strong leader, with a demonstrated track record of developing strategies, building global organizations and delivering sustainable results. We are confident in Julian’s ability to lead the strategies that position Movado Group to capitalize on the significant market expansion opportunity that exists for us in this area of the world.”

In his new role, Mr. Addison will be responsible for leading the Movado Group Asia Pacific teams, developing corporate strategies for the region and strengthening the regional alignment and coordination of the Company’s brands, operations and licensing partnerships. These efforts are expected to further accelerate the Company’s growth within the Asia Pacific region.

Mr. Addison joined Movado Group in 2004, and has held various leadership roles in finance & strategy, sales & inventory planning and most recently, global value chain operations. Prior to Movado Group, Mr. Addison worked at Rothschild, an independent investment bank headquartered in London. Mr. Addison holds a doctorate from the University of Oxford, UK.

Movado Group, Inc. designs, sources, and distributes MOVADO®, EBEL®, CONCORD®, ESQ® Movado, COACH®, TOMMY HILFIGER®, HUGO BOSS®, JUICY COUTURE®, LACOSTE® and SCUDERIA FERRARI® watches worldwide, and operates Movado company stores in the United States.

Source: Movado Group, Inc.

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