

# MOVADO GROUP INC.

## Jo Lawson Joins Movado Group, Inc. as General Manager of Wearable Devices

December 3, 2014

PARAMUS, N.J.--(BUSINESS WIRE)--Dec. 3, 2014-- Movado Group, Inc. (NYSE:MOV) today announced the addition of Jo An Lawson as General Manager of Wearable Devices. Ms. Lawson, based in San Francisco, will lead the Company's wearable device strategic alliance expansion initiatives, reporting to Rick Coté, Vice Chairman and Chief Operating Officer. Ms. Lawson comes to Movado with significant brand and marketing experience, having worked with technology leader Apple, Inc. for nine years. Most recently, Ms. Lawson served as a Marketing Strategist at West Studios, a multi-disciplinary strategy and creative collective, acting as interim VP of Marketing for some of the world's most revolutionary technology companies.

Rick Coté stated, "I am very pleased that Jo is joining Movado Group. Her proven track record and background in marketing and brand development for the technology sector, including her significant experience at Apple Inc., brings an additional set of competencies to the Movado Group team. We are excited to have Jo on board to lead the further development of our wearable device initiatives, which will position us to extend our brand reach and provide a new avenue for growth for our Company."

In her role as General Manager of Wearable Devices at Movado Group, Ms. Lawson will be responsible for identifying unique opportunities for the Company in the technology arena, and developing strategic alliances that will position the Company to launch wearable device products consistent with its luxury product branding philosophy.

Prior to her most recent position at West Studios, Ms. Lawson has held various technology focused marketing positions of increasing responsibility at Apple Inc. beginning in 2003, with her last position as Director, Global Retail Marketing and Brand Experience. Earlier in her career, Ms. Lawson worked at Deloitte Consulting as a Senior Consultant.

### **About Movado Group, Inc.**

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.

ICR, Inc.

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