

MOVADO GROUP INC.

Movado Group, Inc. Launches Innovative New Watch Collections At Baselworld 2015

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BASEL, Switzerland, March 19, 2015 /PRNewswire/ -- One of the world's premier watchmakers, Movado Group, Inc. (MGI) (NYSE: MOV) is proud to present exceptional new collections of timepieces at Baselworld 2015 from some of the most recognized and respected names in time. From Swiss luxury to accessible fashion watches, each one of the Group's brands is recognized for its inherent quality and distinctive image.

"We are excited to unveil these extraordinary new timepieces from all of our brands at Baselworld 2015," stated Efraim Grinberg, Chairman & CEO, Movado Group. "Consolidated in one unified space at Baselworld, these exciting new timepieces reflect our commitment to offer beautifully designed and innovative products from some of the world's most powerful and iconic brands."

New from Movado is an exceptional collection of automatic timepieces for men and women. Powered by Swiss self-winding movements, the **1881 Automatic** collection features contemporary designs that reflect the brand's proud Swiss heritage in mechanical timekeeping. Exclusively for women, the elegant new **Aria**, in white ceramic and stainless steel illuminated by diamonds, redefines sport-chic with brilliant simplicity. The futuristic **Sapphire** family with its signature flat, edge-to-edge crystal introduces four men's models – two on straps and two on a new, thinner "freefalling" bracelet design.

EBEL's passion for excellence, technical innovation and sensual design continues with introductions to the timeless Wave collection – these new **EBEL Wave Lady and Gent** models are luxury infused with a fresh and modern vision and of course, extreme quality.

Concord continues its dramatic surge in creativity and innovation with the re-launch of the classic 1980's Mariner – two new **Mariner Ladies** models merge the signature 12-sided bezel of the original with smooth new angles and ergonomic planes, capturing the essence of today's chic and modern woman.

An American classic, as well as its reinvention, is part of the Coach brand's DNA – its watches possess all the attributes that make something a classic: dependability, durability and design integrity. For Baselworld 2015, Coach focuses on men, launching a full collection with 40 different skus including the introduction of two new families – **Bleecker and Sullivan Sport** – expressed in a variety of attitudes, unique to the brand and designed to fit perfectly into the Coach men's lifestyle assortments.

Combining clean lines and classic styling with sporty looks, Hugo Boss launches the **BOSS Black Aeroliner** – pure icy elegance with a silver bracelet paired with a metallic blue chronograph dial. The **BOSS Orange New York** is a marvel of contrasting simplicity – the black leather strap and black dial with bold white numbers are offset with a hint of orange. Both new watches share the sleek, clean and stylish Hugo Boss DNA.

In 1927, Rene Lacoste heralded the birth of contemporary sportswear with his design for the original L.12.12 Polo shirt – almost a century later Lacoste watches reignite the essential, authentic brand spirit with the **L.12.12** timepiece collection. In six confident new colors, the result is timeless, simple, wearable elegance for men – the promise of another true classic.

Juicy Couture's Juicy girl indulges in the high-impact embellishment and rich tones of the new **Luxe Couture** family. Luminous timepieces designed with set crystal bezels and stainless steel, gold-plated, or rose gold-toned bracelets with dials offered in soft sunset hues touched with shimmering diamond dust – clean and crisp sport details, redefined in a romantic and feminine way.

Since Tommy Hilfiger founded his namesake company in 1985, it has become one of the world's leading designer lifestyle brands, recognized internationally for celebrating the essence of "classic American cool." The 2015 watch collection builds on the signature Tommy Hilfiger characteristics to reflect a preppy spirit in sporty, chronograph, pilot and diving watch-inspired automatic models. A range of metals and color play a significant role in the collection – with pops of Tommy Hilfiger's quintessential red, white and blue.

The Scuderia Ferrari racing team is the heart and soul of the Scuderia Ferrari Orologi brand. The watches draw inspiration directly from the cars themselves. Premiering at Baselworld 2015 is the **Gran Premio Worldtime Automatico Limited Edition** with a sportier, black-out look inspired by the Ferrari FXX. The dial features a unique city time zone display highlighting Ferrari's headquarters in Maranello and ten iconic grand prix race locations around the globe.

All brands are showcased in Movado Group's state-of-the-art exhibition space in Hall 1.0 South at the Basel Exhibition Center in Basel, Switzerland.

Movado Group, Inc. designs, manufacturers, and distributes Movado, EBEL, Concord, Coach, HUGO BOSS, Lacoste, Juicy Couture, Tommy Hilfiger, and Scuderia Ferrari brand watches worldwide.

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