MOVADO GROUP INC.

Movado Gears Up For A Dynamic Fall Season Introducing New Brand Ambassador Alexandra Daddario And A Re-Launch Of Movado.com

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NEW YORK, Sept. 16, 2015 /PRNewswire/ -- Movado Group, Inc. (NYSE: MOV) – Movado officially announced today that it has launched a newly designed state-of-the art website, and has named American actress Alexandra Daddario as the newest face of the Swiss watch brand.



"We are excited to announce the launch of a new website and introduce our newest brand ambassador, Alexandra Daddario," said Mary Leach, Chief Marketing Officer, Movado Group. "The new website showcases Movado through a fresh new lens, while Alexandra will enrich and energize our marketing campaign with her multi-faceted talents."

Daddario joins Movado's storied team of brand ambassadors - acclaimed actress Kerry Washington and jazz legend Wynton Marsalis.

Gearing up for a dynamic second half of 2015, Movado recently relaunched its digital flagship website Movado.com on Demandware's Commerce Cloud solution. With a thoroughly new modern look and feel, the new Movado.com offers a content rich and responsive site with stunning visuals that explore the world of the legendary watch brand from a fresh new perspective. Updated navigation tools and the new 'Watch Advisor' help to smoothly guide customers through a seamless shopping experience. The redesigned site provides a superior solution for robust story-telling, including an exploration of Movado's rich history and celebrated heritage. Closely aligned with Movado's strategic vision for growth and expansion over the next decade and beyond, the new website will not only help to elevate the brand, but will also provide an improved and essential part of the consumer journey that is worthy of brand's tag line 'Modern Ahead of its Time.'

The website relaunch was done in partnership with LiveArea, The PFSWeb Agency, a Demandware LINK Premier Solution Partner.

Movado's newest brand ambassador, Alexandra Daddario will be seen in Movado's advertising campaign shot by fashion and celebrity photographer Yu Tsai. A rising talent, Daddario's breakout role on the 2014-Emmy nominated HBO series *True Detective* drew massive critical and viral media attention and established her as a sought-after actress to cast. She most recently starred in this summer's epic blockbuster *San Andreas* - the physically demanding role affirmed Alexandra's star quality and acting versatility. Upcoming films include *The Layover* and *The Choice*.

A brand long identified with Modernism and closely associated with the performing arts, Movado has achieved a proud 134-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, Coach, HUGO BOSS, Lacoste, Juicy Couture, Tommy Hilfiger, and Scuderia Ferrari brand watches worldwide.

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