MOVADO GROUP INC.

Movado Announces Exciting new Collaboration with Industrial Designer Yves Behar

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NEW YORK, Oct. 6, 2015 /PRNewswire/ -- **Movado Group, Inc. (MOV) –** Movado announces the launch of the new Movado Edge watch collection, developed in collaboration with world-renowned industrial designer Yves Behar and his design firm *fuseproject.* Uniting the talents of two of the most important industrial designers of the last 70 years, Nathan George Horwitt and Yves Behar, Movado has brought a dynamic new level of design innovation and sophistication to the legendary Museum Dial.



"I met Yves at the Aspen Ideas Conference in 2013 and we immediately connected through our deep appreciation of design," said Efraim Grinberg, CEO and Chairman, Movado Group. "The idea of looking at Horwitt's original Museum Dial concept through Yves Behar's design-focused vision was a compelling prospect for Movado and we are extremely proud of the result. The Movado Edge collection offers a stunning new interpretation of Movado's iconic signature – it is so distinctly and uniquely Movado, we decided we did not need to include the logo on the dial."

Movado's legendary Museum Dial was created in 1947 by artist/designer Nathan George Horwitt. Stark and striking, the iconic dial has no numbers. It is defined only by a solitary gold dot at 12 o'clock, symbolizing the sun at high noon, while its simple moving hands suggest the daily rotation of the earth on its axis. This conceptual, groundbreaking dial is one of the most acclaimed watch designs of all time, and one of the most important of the 20th Century. Horwitt's original design was accepted into the permanent collection of MoMA in 1960.

"As a designer, it is both daunting and an exciting challenge to design for Movado, a watch brand that is both universally recognized as a modern pioneer, and at the same time accessible," stated Yves Behar, Founder and Principal Designer, *fuseproject*. "The opportunity to stand out, to stand for something can be rare in watch design. The central idea of the Movado Edge design was achieved through the use of new materials, textures and three-dimensional construction – the dished shapes catch the light beautifully and have the effect of drawing the eye inside of the watch. As the user's wrist moves, the design changes constantly, symbolically speaking of time as the indicator of change in our lives."

Movado Edge renews the brand with a thoroughly modern aesthetic through a heightened industrial lens, characterized by a new, visually tactile form. Celebrating Movado's industrial design heritage rooted in the Bauhaus movement, a synergy of art and design are revealed in the collection's simplified, geometric forms. The dial reinterprets Horwitt's original vision in three dimensions, with the signature dot emerging from the dial's curved, newly textured landscape. Sculpted ridges that form around the edge of the dial suggest the sun's rays, while subtly marking the minutes – a beautiful and purposeful design element. Fusing form, function and inspiration, this transformative new collection includes men's, women's and chronograph models on stainless steel link bracelets and black leather or rubber straps.

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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