

# MOVADO GROUP INC.

## Movado: "Always In Motion" Brings Iconic Modern Design To Two Smartwatch Collections In Collaborations With Fullpower/MMT And HP Inc.

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NEW YORK, Nov. 16, 2015 /PRNewswire/ -- Movado Group, Inc. (NYSE: MOV) takes an innovative approach to wearable technology where design is first and foremost. In collaboration with two premier technology leaders, two distinct smartwatch collections were created with iOS and Android compatible apps: MotionX-365 end-to-end solution created by Silicon Valley's Fullpower Technologies, Inc. for Movado Swiss timepieces, and HP Inc. for Movado's BOLD collection. Both collections will be available for the upcoming holiday season, and supported with a comprehensive marketing program.

"Movado Group has always been committed to providing our consumers with exceptional innovative design and we are extremely excited to show the world how we have merged modern iconic design with technology," said Efraim Grinberg, CEO and Chairman, Movado Group. "The partners we collaborated with execute smart technology in a user-friendly way understanding that today's consumers have differing needs regarding how connected they want to be."

Simply intelligent - Movado Motion merges Swiss made elegance into the wearable technology segment for men and women. Powered by MotionX® innovative technology platform, Movado Motion features two striking Swiss made designs: Museum Sport for him and Bellina for her. These iconic Movado watch designs deliver 24/7 MotionX® activity monitoring and offers the following functions: steps activity tracking, sleeptracker® sleep monitoring, sleep cycle alarms, get-active alerts, dynamic coaching, 2 year battery life and automatic world clock with time/date setting through sync with paired device. There are six timepieces in the collection with an opening price point of \$995.

Infused with Movado's modern design aesthetic and harnessing HP's performance technology, Movado BOLD Motion is the BOLD way to stay connected. Movado BOLD Motion notifies users of incoming phone calls and texts, manages time and priorities and monitors daily steps and tracks progress through app-enabled functionality, Movado BOLD Motion is offered in two different unisex styles for \$695. This illuminating design for the modern world maintains up to a full-week of smart module battery life.

The new Movado Museum Sport and Bellina smartwatches are available on [Movado.com](http://Movado.com) starting today and the BOLD smartwatch will be available on [Movado.com](http://Movado.com) in time for the holidays.

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.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/movado-always-in-motion-brings-iconic-modern-design-to-two-smartwatch-collections-in-collaborations-with-fullpowermmt-and-hp-inc-300179151.html>

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Heather Cohen, Movado Group, Public Relations [hcohen@movadogroup.com](mailto:hcohen@movadogroup.com), 917-934-4978