MOVADO GROUP INC.

Movado Celebrates Baselworld 2016 With Acclaimed Actress And Social Activist Kerry Washington And Internationally Renowned Industrial Designer Yves Béhar

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BASEL, Switzerland, March 9, 2016 /PRNewswire/ -- **Movado Group, Inc. (MOV)** – In celebration of 135 years of creativity and innovation, Movado will host acclaimed actress and social activist Kerry Washington, and world renowned industrial designer Yves Béhar, founder of *fuseproje*ct, at Baselworld 2016. Exclusive events to honor Washington's 10-year anniversary as Movado brand ambassador, and to celebrate a dynamic collaboration with Béhar and the global launch of the new Movado Edge collection, will be held during the annual global watch event in Basel Switzerland.

"Kerry personifies the essence of the Movado brand. It has been a privilege to work with her over the past 10 years and to see her amazing accomplishments both professionally and personally. We consider Kerry to be a part of the Movado family and wanted to celebrate our partnership through her attendance at the most renowned watch fair in the world," said Efraim Grinberg, Chairman and CEO, Movado Group.

As brand ambassador, Kerry embodies Movado's commitment to exceptional performance, artistry and innovation. Kerry truly personifies the Movado brand qualities.

"I am truly proud of my longtime partnership with Movado, it has been a true honor to represent such an iconic and legendary brand throughout the last ten years," stated Kerry Washington. "This is my first time at Basel and I am thrilled to be here with my Movado family and to experience firsthand the world's most important watch and jewelry event."

In 2015, Movado launched one of its most dynamic new collections, Movado Edge. Designed in collaboration with Yves Béhar, the collection is a testament to the power of Movado's iconic Museum Dial.

"I met Yves at the Aspen Ideas Conference in 2013, and we had an immediate connection through our deep appreciation of design," said Grinberg. "The Movado Edge collection is the result of our collaboration. I am extremely proud of it and look forward to unveiling the latest designs at Baselworld 2016."

Yves' design reinterpreted the iconic Museum Dial timepiece originally created in 1947 by American designer Nathan George Horwitt in a new dimensional form.

"It was an exciting challenge to design for Movado – a watch brand that is universally recognized as a modern pioneer," said Yves Béhar, Founder and Principal Designer, *fuseproject.* "I am honored to be a part of Movado's design history, and look forward to creating enduring new designs that will become integral to the brand's heritage for years to come."

The Movado Edge collection is a new ideation of Horwitt's iconic single dot dial and will serve as a cornerstone collection for Movado in the future. New additions to the Movado Edge collection will be unveiled at Baselworld 2016.

A brand long identified with Modernism and closely associated with the performing arts, Movado has achieved a proud 135-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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