

MOVADO GROUP INC.

Movado Group Launches Smartwatches Across Its Brand Portfolio At Baselworld 2016

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BASEL, Switzerland, March 15, 2016 /PRNewswire/ -- Movado Group, Inc. (MOV) -- Movado Group announces the expansion of its collaboration with HP Inc. to bring smartwatch technology to its brand portfolio including Coach, HUGO BOSS, Lacoste, Juicy Couture, Tommy Hilfiger, and Scuderia Ferrari at Baselworld 2016. The Movado brand launched one of its first connected timepieces, Movado BOLD Motion, with HP Inc. in 2015 and will introduce new styles for both men and women at the Baselworld Fair.

"Movado Group focuses on creating beautifully designed watches and these new smartwatch collections reflect, first and foremost our design-focused vision," stated Ricardo Quintero, President Movado Group. "Our collaboration with HP enables us to increase market share in the wearable technology sector with the introduction of striking timepieces enhanced with leading-edge technology. HP understands our vision of what consumers need and want."

Movado Group brings fashion, style and analogue design to the new wearable collections, while HP offers the tech smarts and incorporates its own hardware and software into the watch design. In addition to the usual watch functions such as time and date, there are notifications for calls, emails, texts, social media updates and calendar appointments. The digital display features a world clock which offers multiple time zones. Other functions include activity tracking and the watches are compatible with iOS (8+) and Android (4.4+). Movado Group's new smartwatch collections will be launched in North America, Canada and Europe with over 25 new skus for both men and women starting at a retail price of \$195.00.

"We value our relationship with Movado Group and look forward to continuing to expand our Engineered by HP platform through the Movado brand portfolio," said Bill Geiser, General Manager, Wearables and Smart Platforms at HP Inc. "Our legacy of innovation is helping fashion-forward brands infuse technology into their designs to give consumers the stylish timepieces they want, but that are more connected and responsive to the way they live today."

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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