

MOVADO GROUP INC.

Movado Group Partners with Renowned Millennial Fashion Designer Rebecca Minkoff

November 22, 2016

PARAMUS, N.J.--(BUSINESS WIRE)--Nov. 22, 2016-- Movado Group, Inc. (NYSE:MOV) is proud to announce a new long-term global partnership with Rebecca Minkoff. The companies will collaborate on design, development, distribution and marketing of women's watches for Rebecca Minkoff's global lifestyle brand and men's watches for the Uri Minkoff brand. The collections will launch in North America in summer of 2017.

"I am excited to partner with Movado Group, a longtime leader in the watch industry, who has had tremendous success in global brand building in the timepiece category. Our customer wants stylish, functional accessories and we see watches as the next logical progression of the brand," Rebecca Minkoff said of the collaboration.

"We are thrilled to partner with Rebecca Minkoff, one of the most successful and fastest growing millennial fashion designers," stated Efraim Grinberg, Chairman and CEO of Movado Group. "The collections will feature compelling designs consistent with Rebecca Minkoff's style, offering high value at an extremely accessible price."

The collections will be available for both men and women, retailing from \$125-\$295 and available at Rebecca Minkoff stores, rebeccaminkoff.com and select retailers.

About Movado Group, Inc.

Movado Group, Inc. designs, sources, and distributes MOVADO®, EBEL®, CONCORD®, ESQ® Movado, COACH®, TOMMY HILFINGER®, HUGO BOSS®, JUICY COUTURE®, LACOSTE® and SCUDERIA FERRARI® watches worldwide, and operates Movado company stores in the United States.

About Rebecca Minkoff

With a vision of building a lifestyle brand for women like herself — fun, independent and fearless — Rebecca Minkoff has found a unique niche among fashion-forward, modern women around the world. Today, the Rebecca Minkoff brand spans ready-to-wear, bags, footwear, jewelry, eyewear and tech accessories. Her unique vision for the brand is singularly focused on her ideal millennial girl, who experiences all of life's exciting moments, with her confident, go-anywhere, do-anything attitude.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20161122005272/en/>

Source: Movado Group, Inc.

ICR, Inc.
Rachel Schacter/Allison Malkin
203-682-8200