MOVADO GROUP INC.

Movado Launches the Special Edition Edge Collection Designed in Collaboration with Industrial Designer Yves Béhar

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NEW YORK, Dec. 8, 2016 /PRNewswire/ -- Movado Group, Inc. (MOV) – Movado introduces a new Special Edition Movado Edge collection, developed in collaboration with world-renowned industrial designer Yves Béhar and his design firm *fuseproject.* A breakthrough design that brought a dynamic new level of artistry and innovation to the legendary Museum Dial, created in 1947 by artist/design Nathan George Horwitt, the Movado Edge collection premiered in 2015 to critical acclaim.



"We are excited to continue our creative collaboration with Yves Béhar and to celebrate the one-year anniversary of the launch of Movado Edge with these new special edition timepieces," stated Efraim Grinberg, Chairman & CEO, Movado Group. "Edge represents an incredible opportunity to take the purity and distinctiveness of the Museum Dial in creative new directions, and we are extremely proud of this latest result."

Stark and striking, the iconic Museum 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.

Edge reinterpreted Horwitt's original design in three dimensions, with the signature dot emerging from the dial's curved, newly textured landscape, and sculpted ridges around the edge suggesting the sun's rays, while subtly marking the minutes. The transformative launch collection included men's, women's and chronograph models on stainless steel link bracelets and black leather or rubber straps.

"A year ago, we introduced the Edge collection for Movado – one of the brand's most important design collaborations since the creation of the iconic Museum Dial watch in 1947," said Yves Béhar, Founder and Principal Designer, *fuseproject,* "On the first anniversary of Edge, I designed a Special Edition signature line constructed with a dial made of a unique casting process, and with an organic pattern that celebrates the subtleties of the original collection."

Bringing new creative thinking and modern materials to Edge, Movado proudly introduces the Movado Edge Special Edition collection – their distinctive concave dials defined by a new organic texture, reminiscent of lava rock. Offered in stainless steel with a startling blue lava-textured dial and tonal dot, and in black and rose gold ion-plated stainless steel with a black lava-textured dial detailed by a rose gold-toned dot, these special edition designs feature case-backs engraved with Yves Béhar's signature. The inspired new Special Edition Edge collection includes a bangle bracelet watch for women, and men's bracelet watch and chronograph models.

About Movado

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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