MOVADO GROUP INC.

Movado Partners With Google To Launch A New Smartwatch Collection

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NEW YORK, March 8, 2017 /PRNewswire/ -- **MOVADO GROUP, INC. (NYSE: MOV**) - Movado announces a partnership with Google to launch Movado Connect, a smartwatch collection powered by Android Wear 2.0, Google's newly redesigned platform. Movado Connect is one of the first watches designed specifically for Android Wear 2.0 and will launch fall of 2017 introducing five men's styles with a starting price of $495 available in the US, the Caribbean, Canada and the UK. The collection will be unveiled at Baselworld 2017.

"The launch of Movado Connect marks another new milestone in Movado's longstanding history of creativity and innovation in watch design," stated Efraim Grinberg, Chairman & CEO, Movado Group. "We are very proud of our collaboration with Google and for the opportunity to provide our customers with an incredibly designed timepiece, powered by the latest, cutting-edge technology platform. Movado Connect, with our proprietary edge-to-edge crystal design, is iconically Movado."

This collaboration showcases each company's respective expertise in building brand-relevant hardware and software capabilities in the connected category. Movado Connect features five unique customizable dials designed and inspired by Movado's iconic Museum dial that empower the wearer to tailor their experience through multiple expressions of Movado's innovative approach to design. Each dial design also includes 3-4 customizable elements including features such as a wide array of complications, backgrounds, and watch hands creating a multitude of possibilities for consumers to create the look they desire. With access to thousands of apps, including Android Pay™, these new watches meet the demands of today's digital age with an updated user interface optimized for round screens, an 'always-on' display, improved fitness tracking, iOS and Android™ compatibility and the powerful Google Assistant for performing tasks and getting answers, directions, and timely reminders.

"We are thrilled to partner with Movado, a longtime leader and one of the most iconic brands in the watch industry," said David Singleton, Vice President of Android Engineering at Google. "With our combined expertise in watchmaking, design and software, we are able to create a beautiful yet functional timepiece that helps people live their everyday lives."

Tommy Hilfiger and Hugo Boss, two brands in the Movado Group portfolio, are also partnering with Google. Collections will launch fall of 2017.

About Movado

A brand long identified with Modernism and closely associated with the performing arts, Movado has achieved a proud 136-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.

About Movado Group Inc.

Movado Group, Inc. designs, sources, and distributes Movado, EBEL, Concord, Coach, HUGO BOSS, Lacoste, Juicy Couture, Tommy Hilfiger, Scuderia Ferrari brand watches worldwide and Rebecca Minkoff beginning in summer of 2017.

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