

MOVADO GROUP INC.

Movado Group, Inc. Establishes Digital Center of Excellence

March 7, 2018

Announces Key Digital Leadership Hires to Further Drive Global Strategy and Long Term Vision of its Brands

PARAMUS, N.J.--(BUSINESS WIRE)--Mar. 7, 2018-- Movado Group, Inc. (NYSE:MOV) today announced two key leadership appointments to further drive the Company's digital growth, consumer connections, global strategy and long-term vision of the company. Both hires are effective immediately.

Behzad Soltani joins the Company as Chief Digital Officer from Boxed and Keurig. Mr. Soltani will be responsible for developing Movado Group's Digital Center of Excellence by elevating the digital experience globally across all digital platforms, through innovative technologies and consumer-facing initiatives. Mr. Soltani will report to Efraim Grinberg, Chairman and Chief Executive Officer.

Michelle Barna-Stern joins the Company as Vice President of Social Media from 360i. Ms. Barna-Stern will be responsible for growing Movado Group's digital footprint and increasing the Company's authentic communication with consumers around the world through an increased presence in strategic social media and digital marketing platforms. Ms. Barna-Stern will report to Chief Marketing Officer, Mary Leach.

Mr. Grinberg commented, "Connecting with our consumers digitally is one of our top priorities as we invest in building our Digital Center of Excellence and execution of digital initiatives that support our global brands. We are committed to adding the senior talent needed to elevate our digital capabilities and social connections and are thrilled to welcome Behzad and Michelle, both proven and innovative leaders."

Mr. Soltani is an innovative ecommerce and retail executive with extensive experience in driving business growth through digital and consumer-focused initiatives. He most recently served as Vice President and General Manager of B2B at Boxed, where he was responsible for setting strategic vision and operational execution of all critical business functions. Mr. Soltani also served as Vice President and General Manager at Keurig, where he was responsible for transforming the Company's ecommerce business and credited with improving overall customer experience online. Prior to Keurig, Mr. Soltani held senior roles at leading companies such as Staples and FedEx Office.

Ms. Barna-Stern is a proven leader with more than 13 years of experience in driving innovation, business development and agency growth within the digital media and communications industry. Ms. Barna-Stern most recently served as Vice President of Social Marketing at 360i, where she oversaw the social media department responsible for social strategy, social media crisis communication, content creation, community management and quality and efficiency across leading clients such as Oreo, Nestle, Pernod Ricard and Subway to drive business and marketing objectives. Prior to 360i, Ms. Barna-Stern held various social media and content management positions of increasing responsibility at agencies such as Blue State Digital, Deep Focus, and Venda.

About Movado Group, Inc.

Movado Group, Inc. designs, sources, and distributes MOVADO®, OLIVIA BURTON®, EBEL®, CONCORD®, COACH®, TOMMY HILFIGER®, HUGO BOSS®, JUICY COUTURE®, LACOSTE®, SCUDERIA FERRARI®, REBECCA MINKOFF® and URI MINKOFF® watches worldwide, and operates Movado company stores in the United States.

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