



MOVADO GROUP INC.

ANNUAL MEETING OF
SHAREHOLDERS

JUNE 19, 2008

SAFE HARBOR STATEMENT

This press release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company has tried, whenever possible, to identify these forward-looking statements using words such as “expects,” “anticipates,” “believes,” “targets,” “goals,” “projects,” “intends,” “plans,” “seeks,” “estimates,” “may,” “will,” “should” and similar expressions. Similarly, statements in this press release that describe the Company’s business strategy, outlook, objectives, plans, intentions or goals are also forward-looking statements. Accordingly, such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the Company’s actual results, performance or achievements and levels of future dividends to differ materially from those expressed in, or implied by, these statements. These risks and uncertainties may include, but are not limited to: the Company’s ability to successfully introduce and sell new products, the Company’s ability to successfully integrate the operations of newly acquired and/or licensed brands without disruption to its other business activities, changes in consumer demand for the Company’s products, risks relating to the retail industry, import restrictions, competition, seasonality and the other factors discussed in the Company’s Annual Report on Form 10-K and other filings with the Securities and Exchange Commission. These statements reflect the Company’s current beliefs and are based upon information currently available to it. Be advised that developments subsequent to this press release are likely to cause these statements to become outdated with the passage of time.



MOVADO GROUP INC.

KEY INVESTMENT HIGHLIGHTS

- Powerful portfolio of brands and businesses
- Consistent track record of profitable growth
- Strong balance sheet
- Strong cash flow generator



VIDEO



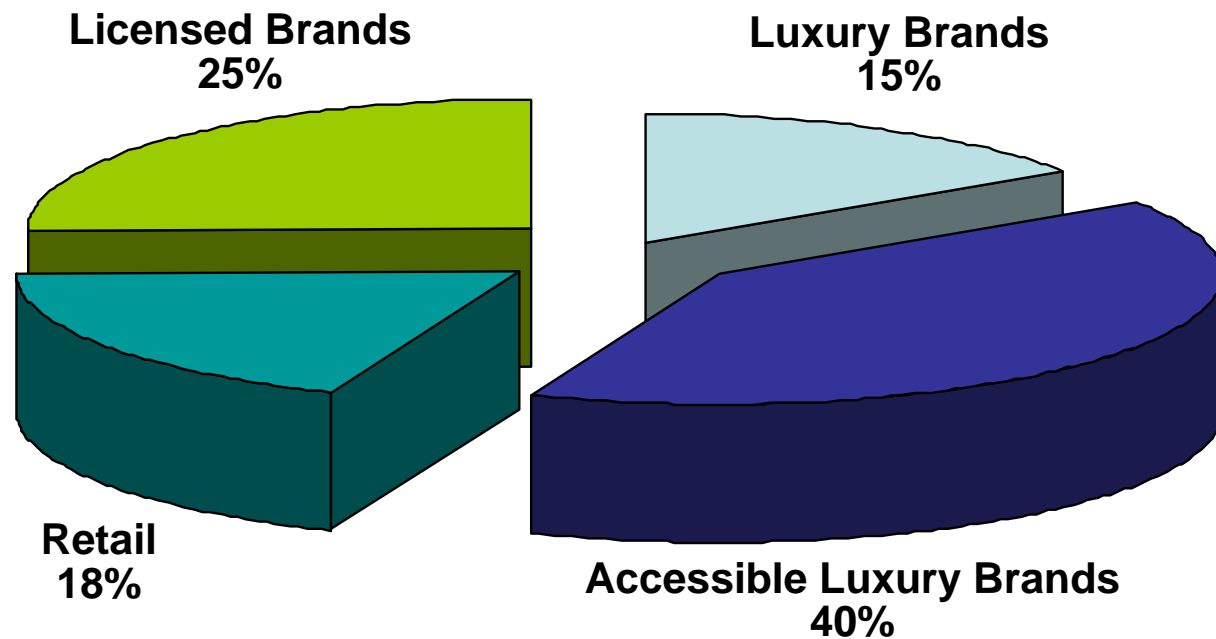
MOVADO GROUP INC.

CORE COMPETENCIES

- Strong Culture of Success
- Exceptional Brand Builders
- Leader in Product Design & Innovation
- Marketing/Advertising Expertise
- Deep Market Knowledge & Strong Customer Relationships
- Flexible Global Supply Chain Infrastructure



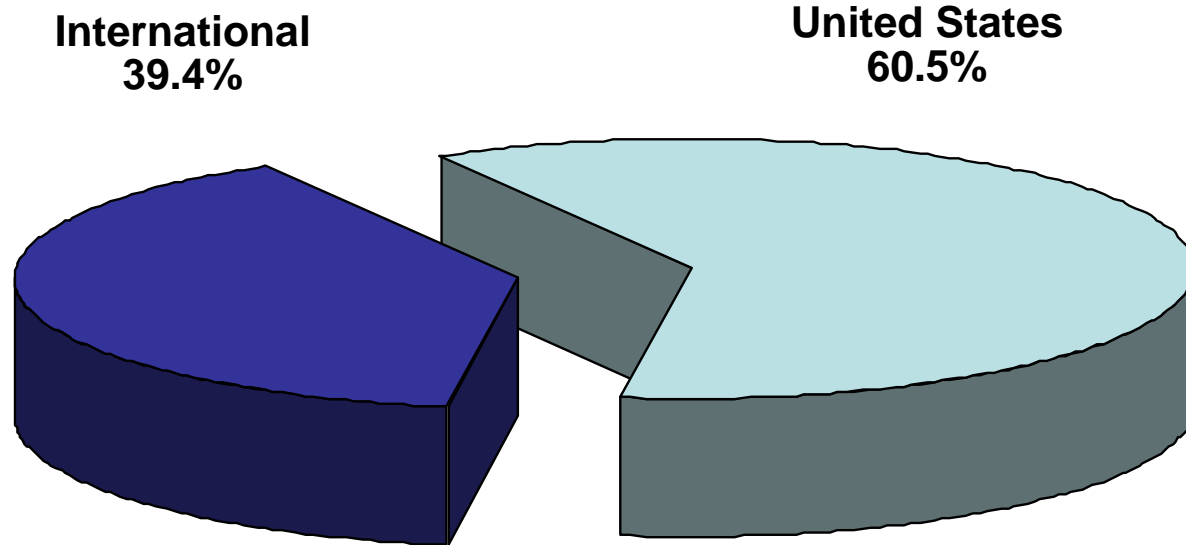
DIVERSE PORTFOLIO BRANDS & BUSINESSES



* Remaining 3% comprised of shipping and service



GLOBAL BUSINESS



*** 48% of wholesale watch business generated from international markets**



LEADING BRANDS IN A \$15 BILLION MARKET

MGI Brands

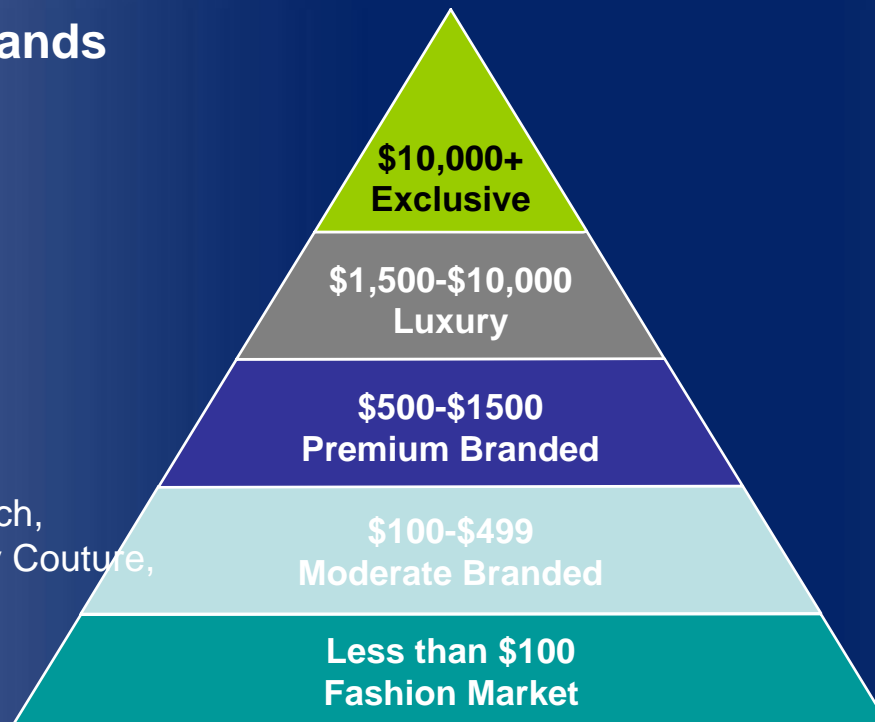
Concord

Ebel

Movado

ESQ, Coach,
Hugo Boss, Juicy Couture,
Lacoste

Tommy
Hilfiger



Competitive Landscape

Audemars Piguet, Chopard,
Patek Philippe, Vacheron Constantin

Baume & Mercier, Breitling,
Cartier, Omega, Rolex,
TAG Heuer

Gucci, Raymond Weil, Rado,
TAG Heuer

Bulova, Citizen, Seiko, Tissot,
Swiss Army, Wittnauer

Anne Klein, Casio, Citizen, Fossil,
Guess, Pulsar, Seiko, Swatch, Timex



MOVADO GROUP INC

MOVADO GROUP STRATEGIES

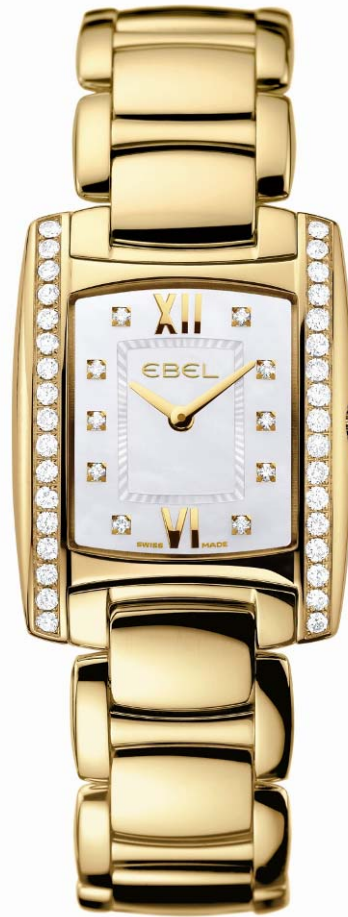
BRAND BUILDING

- Consistently maintain brand health and relevance through:
 - New Product Introductions
 - Strong Retailer Relationships
 - Image Building Advertising and Associations
- Realize potential of younger businesses:
 - Juicy Couture
 - Lacoste
 - China





Concord



Ebel



**luxury
brands
15%**

MOVADO GROUP INC.

BRAND **POSITIONING**

Driven by an uncompromising quest for technical perfection, the new Concord will be defined by its bold philosophy, daring product, and exclusive pricing.

CONCORD



MOVADO GROUP INC.

16.7mm
300g

$$H'(Z_M) \rightarrow H'(\theta_M) \rightarrow H'(\theta_M^*) \rightarrow H'(Z_M) \rightarrow H'(\theta_M) \rightarrow H'(\theta_M^*) \rightarrow H'(Z_M)$$

$$H'(Z_{M13}) \rightarrow H'(\theta_{M13}) \rightarrow H'(\theta_{M13}^*) \rightarrow H'(Z_{M13}) \rightarrow H'(\theta_{M13}) \rightarrow H'(\theta_{M13}^*) \rightarrow H'(Z_{M13})$$

$$\prod_{i=1}^n \{ |S_{k+1} - Z_{k+1}| \} = \prod_{i=1}^n \{ |z = \ell(u) \mid |x = y = 9| \in \mathbb{R}^2 \}$$

$$\exp(M_{42 \times 42}) = \left| \lim_{k \rightarrow \infty} \frac{1}{k!} M_{42 \times 42}^k \right| < \infty$$

$$\exp(M_{42 \times 42}) = \left| 1 + M_{42 \times 42} + \frac{1}{2!} M_{42 \times 42}^2 + \frac{1}{3!} M_{42 \times 42}^3 + \frac{1}{4!} M_{42 \times 42}^4 + \dots \right| < \infty$$

Sp, $\pi_k \circ$, $\pi_{k+1} \circ$, $\pi_{k+2} \circ$, $\pi_{k+3} \circ$, $\pi_{k+4} \circ$, $\pi_{k+5} \circ$, $\pi_{k+6} \circ$, $\pi_{k+7} \circ$, $\pi_{k+8} \circ$, $\pi_{k+9} \circ$, $\pi_{k+10} \circ$, $\pi_{k+11} \circ$, $\pi_{k+12} \circ$, $\pi_{k+13} \circ$, $\pi_{k+14} \circ$, $\pi_{k+15} \circ$, $\pi_{k+16} \circ$, $\pi_{k+17} \circ$, $\pi_{k+18} \circ$, $\pi_{k+19} \circ$, $\pi_{k+20} \circ$, $\pi_{k+21} \circ$, $\pi_{k+22} \circ$, $\pi_{k+23} \circ$, $\pi_{k+24} \circ$, $\pi_{k+25} \circ$, $\pi_{k+26} \circ$, $\pi_{k+27} \circ$, $\pi_{k+28} \circ$, $\pi_{k+29} \circ$, $\pi_{k+30} \circ$, $\pi_{k+31} \circ$, $\pi_{k+32} \circ$, $\pi_{k+33} \circ$, $\pi_{k+34} \circ$, $\pi_{k+35} \circ$, $\pi_{k+36} \circ$, $\pi_{k+37} \circ$, $\pi_{k+38} \circ$, $\pi_{k+39} \circ$, $\pi_{k+40} \circ$, $\pi_{k+41} \circ$, $\pi_{k+42} \circ$

CONCORD
CHRONOGRAPH
AUTOMATIC

THE WATCH. RECONSTRUCTED.

C1 WHAT OTHER WATCH HAS A 3.3 MM THICK SAPPHIRE GLASS? WHAT OTHER WATCH HAS 7 SIDE SCREWS FOR ADDITIONAL STRENGTH? WHAT OTHER WATCH HAS A 3-LEVEL DIAL? WHAT OTHER WATCH STANDS 16.7 MM TALL? WHAT OTHER WATCH CASE IS MADE OF 53 ELEMENTS? WHAT OTHER WATCH HAS A FORMULA FOR THE ULTIMATE WATCH CONSTRUCTION?

CONCORD
OTHERS WILL FOLLOW

CONCORD

advertising
campaign



MOVADO GROUP INC.



CONCORD

C1 Tourbillon
Gravity



MOVADO GROUP INC.

BRAND **VISION**

Continue to develop Ebel into a premier global luxury status brand, building the image, creating perceived value, exclusivity and desirability, while building a sustainable and profitable business.

EBEL



MOVADO GROUP INC.



GISELE WEARS
THE NEW EBEL BELUGA

EBEL

THE ARCHITECTS OF TIME

©2008 Ebel 800.920.3153 www.ebel.com

EBEL

advertising
campaign



MOVADO GROUP INC.

GISELE WEARS
THE EBEL BRASILIA

EBEL
THE ARCHITECTS OF TIME

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EBEL

advertising
campaign



MOVADO GROUP INC.

EBEL

THE ARCHITECTS OF TIME



1911 BTR

Caliber 139 - Automatic Chronograph with unique functions display, skeleton dial, hand-stitched alligator strap.

THE MASTERY OF TECHNOLOGY AND DESIGN

The ultimate timepiece collection for men. Watches of sophisticated function, powered by Ebel COSC-certified automatic movements; each developed, assembled and controlled in Ebel's workshops in Switzerland.
www.1911BTR.com or call 800 920 3153

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EBEL

advertising campaign



MOVADO GROUP INC.



ESQ



Movado



accessible
luxury
brands
40%

MOVADO GROUP INC.

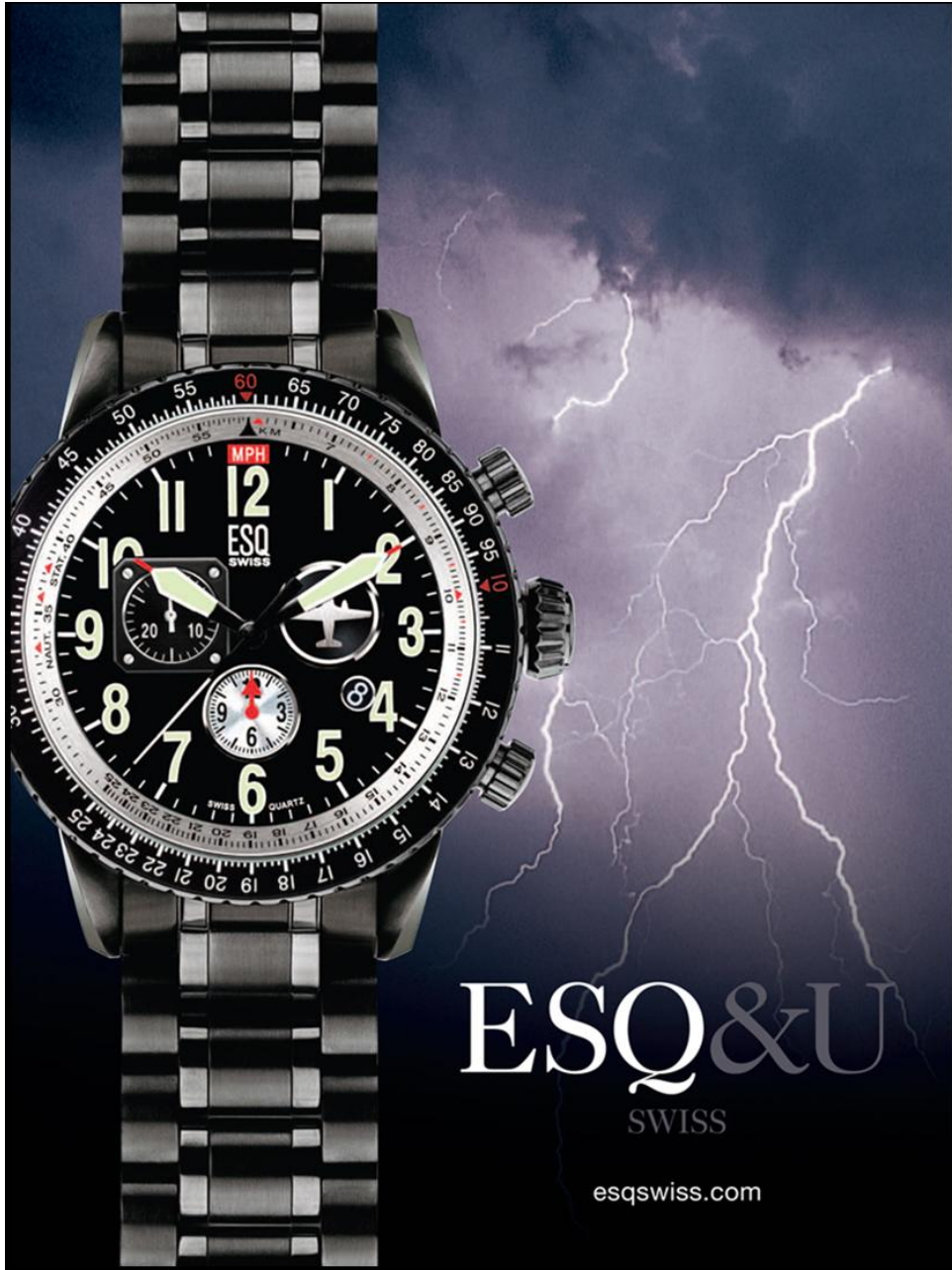
BRAND **POSITIONING**

For those who recognize superior design and quality, ESQ is the Swiss watch brand that provides exceptional value.

ESQ
SWISS



MOVADO GROUP INC.



ESQ
SWISS



MOVADO GROUP INC.



©2008 ESQ SWISS, a division of Movado Group, Inc. 001 010 0111

INTRODUCING
THE WOMEN'S
ESQ FUSION™
CHRONOGRAPH

Rose gold-plated.
Diamonds.
Stainless steel.
Mother-of-pearl.
Sapphire crystal.
Leather.

A dynamic fusion
of sport and elegance
in a boldly feminine
watch design.

ESQSWISS.COM

ESQ & U SWISS



MOVADO GROUP INC.

ESQ
SWISS

MOVADO BRAND

AN ICON OF MODERNISM

- Founded in Switzerland in 1881, a legacy of design innovation
- Influenced by the functional purity and simplicity of the Bauhaus movement
- Identified with modernism and associated with the cultural arts
- Globally-recognized, luxury brand name with clearly-defined and consistent brand imaging

MOVADO
the art of time



MOVADO GROUP INC.

MOVADO BRAND

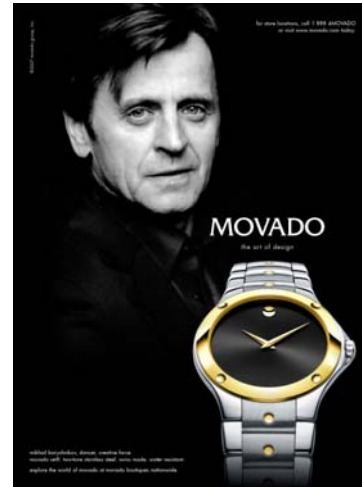
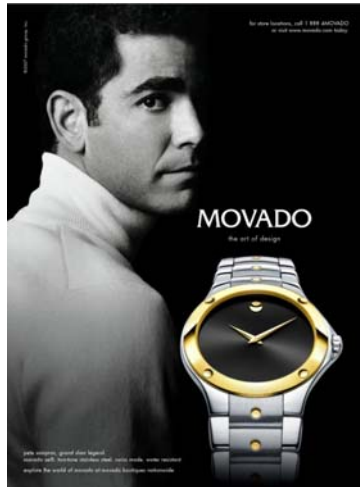
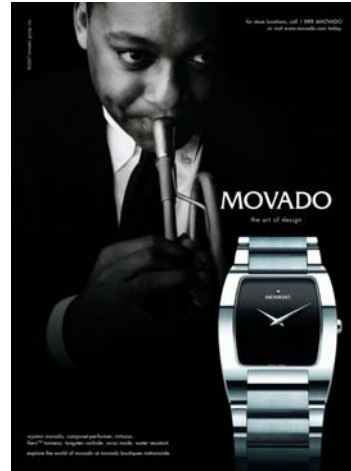
A UNIFIED STRATEGY

- Leverage the strength of the Movado brand across all distribution channels
- Further build on the power of Movado with a selective distribution and a focused retail presence:
 - Streamline wholesale distribution by 35% to 2,600 doors, increase productivity in remaining locations
 - Build boutiques into a true and engaging expression of the brand and a core pillar of overall strategy
- Centralize product development, merchandising and marketing

MOVADO
the art of time



MOVADO GROUP INC.



MOVADO

the art of time



MOVADO GROUP INC.

©2008 movado group, inc.

museum colored dials.
available at movado boutiques
and select fine retailers nationwide.
visit movado.com for locations.



MOVADO
60 YEARS OF MODERN DESIGN



MOVADO
the art of time

MOVADO GROUP INC.

SERIES 800 SPORTS CATEGORY

- Extends Movado into the sport watch category
- Expands Movado's market share and further solidifies ownership of the \$500 to \$1,500 watch category
- Increases consumer base

MOVADO
SERIES 800



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MOVADO
SERIES 800



the art of performance
tom brady, strategist, athlete, mvp,
series 800™ sport elegant chronograph.
available at movado boutiques
and select fine retailers nationwide.
visit series800.com for locations.

©2008 Movado Group, Inc.



MOVADO
SERIES 800



the art of performance
derek jeter, humanitarian, leader, athlete,
series 800™ sport elegant chronograph.
available at movado boutiques
and select fine retailers nationwide.
visit series800.com for locations.

MOVADO
SERIES 800

advertising
campaign



MOVADO GROUP INC.

RETAIL SEGMENT

- Comprises approximately 18% of revenue
- Profitable U.S. based business
- 2 components:
 - Movado Boutiques (30)
 - Investment stage
 - Movado Company Stores (31)
 - Established profit contributor



OBJECTIVE

A vital vehicle toward reinforcing the luxury image of the Movado brand, Movado Boutiques give consumers the opportunity to fully experience the brand's modern design philosophy.

MOVADO
BOUTIQUES



MOVADO GROUP INC.

STRATEGY

- Transition from investment to profit contributor
- Enhance in-store experience
 - Visual merchandising
 - Focused product offering
- Revitalization of Movado-designed jewelry
- Introduction of boutique-exclusive watches

MOVADO
BOUTIQUES



MOVADO GROUP INC.

MOVADO



MOVADO

BOUTIQUES



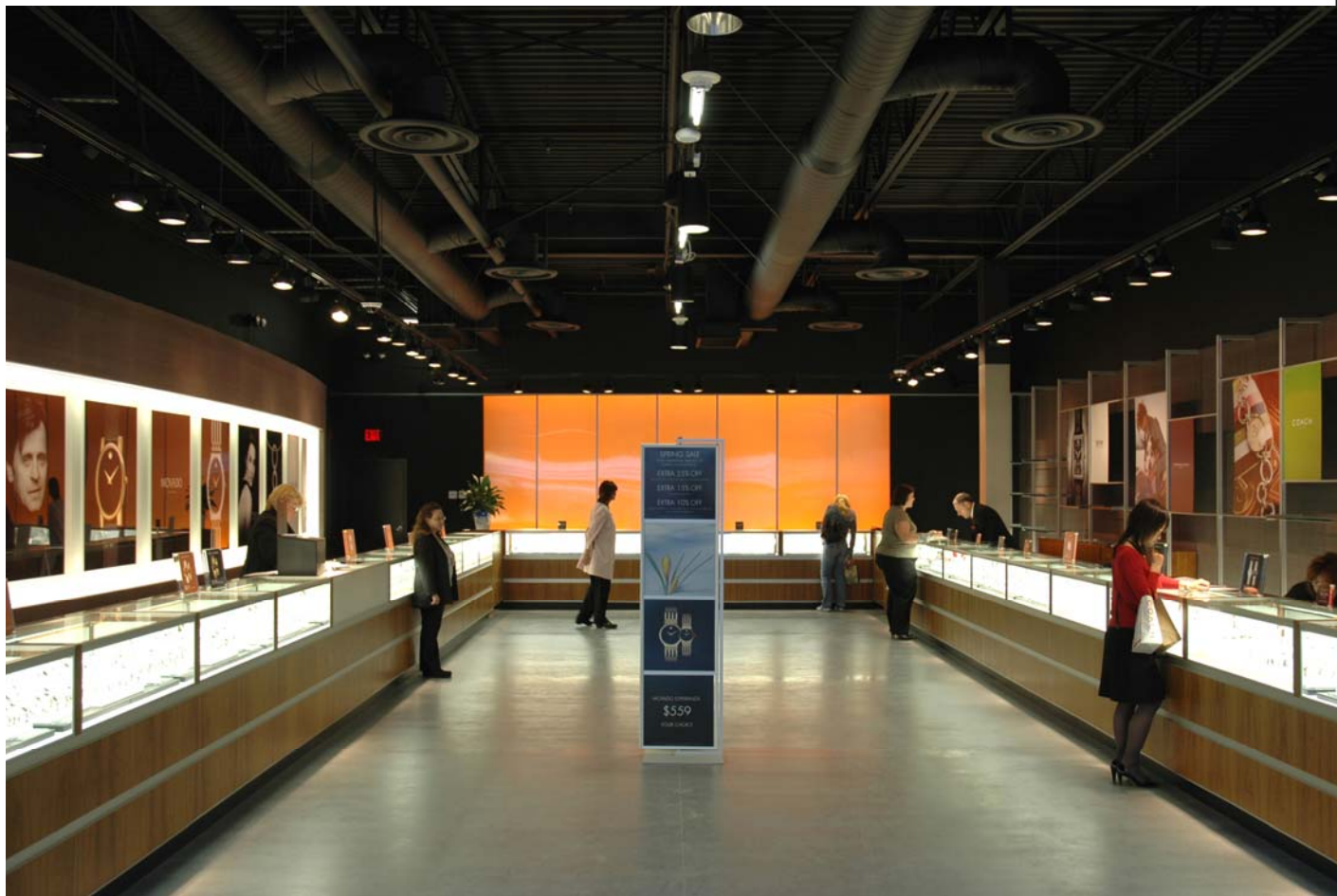
MOVADO GROUP INC.

COMPANY STORES

- Very effective vehicle to sell discontinued product in a profitable and efficient manner
- 31 locations nationwide
- Major outlet centers
- Multi-branded product assortment



COMPANY STORES



MOVADO GROUP INC.

BOSS
HUGO BOSS

COACH
WATCHES

Juicy Couture[®]
TIMEPIECES

TOMMY  HILFIGER
WATCHES


LACOSTE



licensed
brands
25%

MOVADO GROUP INC.

LICENSING PHILOSOPHY

BUILDING PARTNERSHIPS

- Very selective approach
- Powerful brands with significant staying power
- Long-term vision
- Complementary from a strategic, operational and geographic perspective



LICENSING STRATEGY

BUILDING PARTNERSHIPS

- Extend brand into watch category – new products aligned with brand philosophies
- Focus on markets where parent brand is already strong
- Generate sales in excess of \$20M – ideally \$30M to \$50M
- Significant profit contributors over the long term



COACH.COM 800.221.2211



COACH

WATCHES



MOVADO GROUP INC.



TOMMY  HILFIGER
WATCHES

advertising
campaign



MOVADO GROUP INC.



BOSS
HUGO BOSS



MOVADO GROUP INC.



Juicy Couture
TIMEPIECES



MOVADO GROUP INC.




LACOSTE

un peu d'air sur terre

www.lacoste.com


LACOSTE



MOVADO GROUP INC.



RICK COTÉ
EXECUTIVE VICE PRESIDENT &
CHIEF OPERATING OFFICER

MOVADO GROUP INC.

MOVADO GROUP STRATEGIES FOCUS ON **KEY FINANCIAL METRICS**

- Drive profitable sales growth
- Objective of expanding operating margin to mid-teens level
 - Expand gross margin
 - Leverage infrastructure
- Accelerate bottom-line growth
- Continued strong cash flow generation



NET SALES

\$ in MILLIONS



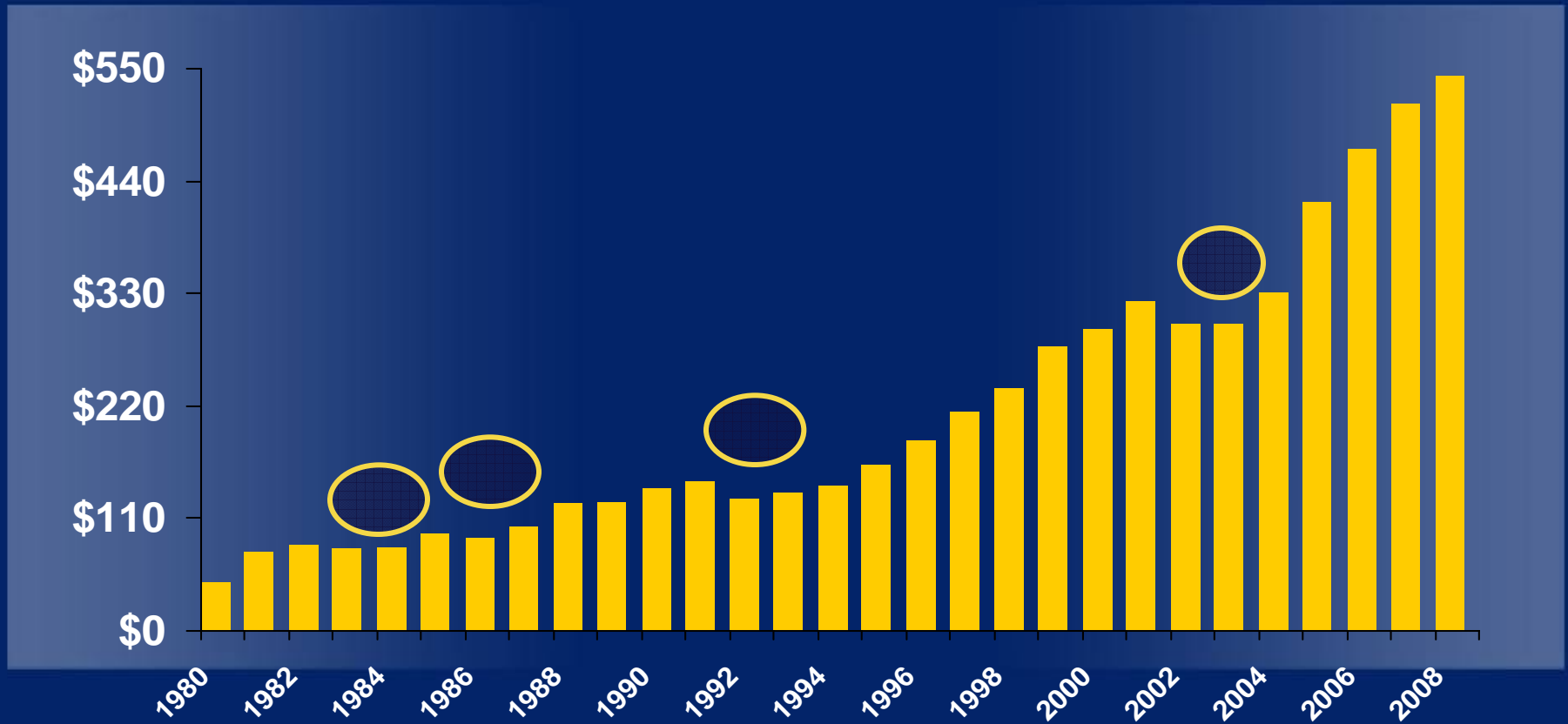
Adjusted figures



MOVADO GROUP INC

HISTORICAL NET SALES

\$ in MILLIONS



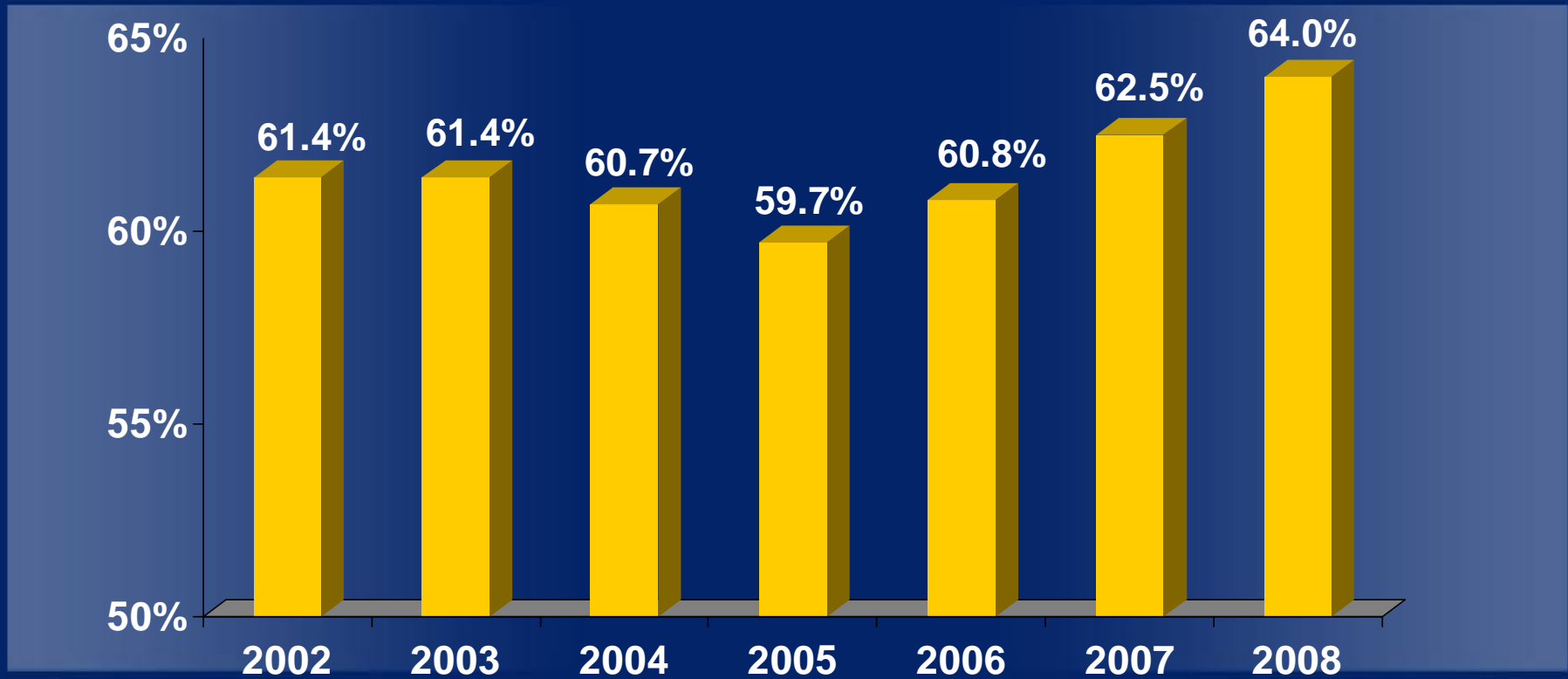
Adjusted figures

 Recession



MOVADO GROUP INC

GROSS PROFIT %



Adjusted figures



MOVADO GROUP INC

OPERATING PROFIT

\$ in MILLIONS

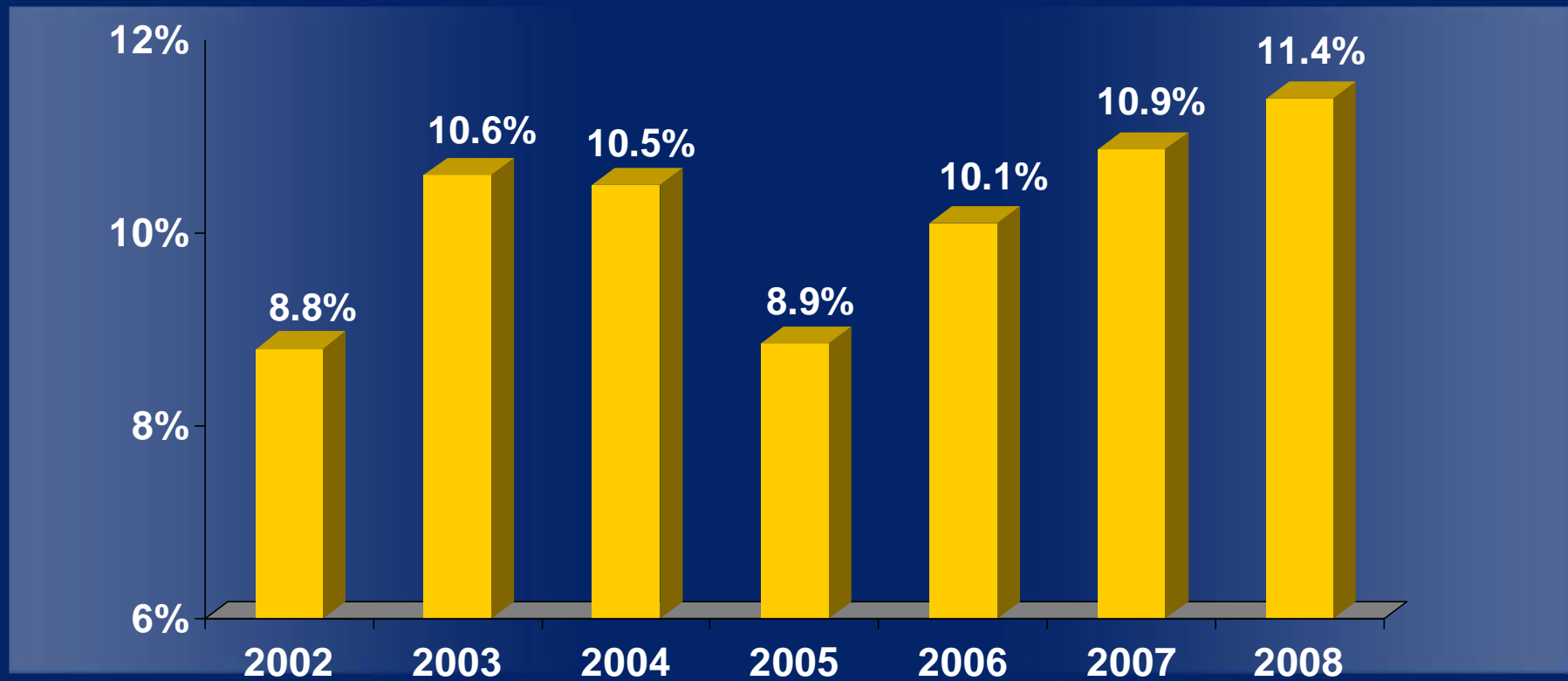


Adjusted figures



MOVADO GROUP INC

OPERATING PROFIT %



Adjusted figures



MOVADO GROUP INC

DILUTED EARNINGS PER SHARE PERFORMANCE



Adjusted figures



MOVADO GROUP INC

SHAREHOLDERS EQUITY FINANCIAL STRENGTH

\$ in MILLIONS



MOVADO GROUP INC

CASH FLOW FROM OPERATIONS

\$ in MILLIONS

**\$150+ MILLION
Generated Over Past
2 Years**



MOVADO GROUP INC

SHARE REPURCHASE PROGRAM

- One million share repurchase authorization in place
- Completed previous one million share repurchase program in April 2008
- Combined repurchases total 1.5 million shares at a cost of \$29.7 million as of May 27, 2008



DIVIDEND GROWTH PER SHARE



MOVADO GROUP INC

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