

SCHEDULE 13G

Amendment No.  
Movado Group Incorporated  
common stock  
Cusip # 624580106  
Filing Fee: Yes

Cusip # 624580106  
Item 1: Reporting Person - FMR Corp. - (Tax ID: 04-2507163)  
Item 4: Commonwealth of Massachusetts  
Item 5: None  
Item 6: None  
Item 7: 599,100  
Item 8: None  
Item 9: 599,100  
Item 11: 17.61%  
Item 12: HC

Cusip # 624580106  
Item 1: Reporting Person - Edward C. Johnson 3d  
Item 4: United States of America  
Item 5: None  
Item 6: None  
Item 7: 599,100  
Item 8: None  
Item 9: 599,100  
Item 11: 17.61%  
Item 12: IN

Cusip # 624580106  
Item 1: Reporting Person - Abigail P. Johnson  
Item 4: United States of America  
Item 5: None  
Item 6: None  
Item 7: 599,100  
Item 8: None  
Item 9: 599,100  
Item 11: 17.61%  
Item 12: IN

SCHEDULE 13G - TO BE INCLUDED IN STATEMENTS  
FILED PURSUANT TO RULE 13d-1(b) or 13d-2(b)

Item 1(a). Name of Issuer:  
Movado Group Incorporated

Item 1(b). Name of Issuer's Principal Executive Offices:  
125 Chubb Avenue  
Lyndhurst, NJ 07071

Item 2(a). Name of Person Filing:  
FMR Corp.

Item 2(b). Address or Principal Business Office or, if None, Residence:  
82 Devonshire Street, Boston, Massachusetts 02109

Item 2(c). Citizenship:  
Not applicable

Item 2(d). Title of Class of Securities:  
common stock

Item 2(e). CUSIP Number:

624580106

Item 3. This statement is filed pursuant to Rule 13d-1(b) or 13d-2(b) and the person filing, FMR Corp., is a parent holding company in accordance with Section 240.13d-1(b)(ii)(G). (Note: See Item 7).

Item 4. Ownership

(a) Amount Beneficially Owned:  
599,100

(b) Percent of Class:  
17.61%

(c) Number of shares as to which such person has:

(i) sole power to vote or to direct the vote:  
None

(ii) shared power to vote or to direct the vote:  
None

(iii) sole power to dispose or to direct the disposition of:  
599,100

(iv) shared power to dispose or to direct the disposition of:  
None

Item 5. Ownership of Five Percent or Less of a Class.

Not applicable.

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Various persons have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, the common stock of Movado Group Incorporated. The interest of one person, Fidelity Low-Priced Stock Fund, an investment company registered under the Investment Company Act of 1940, in the common stock of Movado Group Incorporated, amounted to 379,100 shares or 11.14% of the total outstanding common stock at July 31, 1996. The interest of one person, Fidelity Adcisor Strategic Opportunities Fund, an investment company registered under the Investment Company Act of 1940, in the common stock of Movado Group Incorporated, amounted to 220,000 shares or 6.47% of the total outstanding common stock at July 31, 1996.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.

See attached Exhibit(s) A and B.

Item 8. Identification and Classification of Members of the Group.

Not applicable, see attached Exhibit A.

Item 9. Notice of Dissolution of Group.

Not applicable.

Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purpose or effect.

Signature

After reasonable inquiry and to the best of my knowledge and

belief, I certify that the information set forth in this Schedule 13G in connection with FMR Corp.'s beneficial ownership of the common stock of Movado Group Incorporated at July 31, 1996 is true, complete and correct.

August 9, 1996

Date

/s/Arthur S. Loring

Signature

Arthur S. Loring, Vice

President

Name/Title

SCHEDULE 13G - TO BE INCLUDED IN STATEMENTS  
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Pursuant to the instructions in Item 7 of Schedule 13G, Fidelity Management & Research Company ("Fidelity"), 82 Devonshire Street, Boston, Massachusetts 02109, a wholly-owned subsidiary of FMR Corp. and an investment adviser registered under Section 203 of the Investment Advisers Act of 1940, is the beneficial owner of 599,100 shares or 17.61% of the common stock outstanding of Movado Group Incorporated ("the Company") as a result of acting as investment adviser to various investment companies registered under Section 8 of the Investment Company Act of 1940.

The ownership of one investment company, Fidelity Low-Priced Stock Fund, amounted to 379,100 shares or 11.14% of the common stock outstanding. Fidelity Low-Priced Stock Fund has its principal business office at 82 Devonshire Street, Boston, Massachusetts 02109. The ownership of one investment company, Fidelity Advisor Strategic Opportunities Fund, amounted to 222,000 shares or 6.47% of the common stock outstanding. Fidelity Advisor Strategic Opportunities Fund has its principal business office at 82 Devonshire Street, Boston, Massachusetts 02109.

Edward C. Johnson 3d, FMR Corp., through its control of Fidelity, and the funds each has sole power to dispose of the 599,100 shares owned by the Funds.

Neither FMR Corp. nor Edward C. Johnson 3d, Chairman of FMR Corp., has the sole power to vote or direct the voting of the shares owned directly by the Fidelity Funds, which power resides with the Funds' Boards of Trustees. Fidelity carries out the voting of the shares under written guidelines established by the Funds' Boards of Trustees.

Members of the Edward C. Johnson 3d family and trusts for their benefit are the predominant owners of Class B shares of common stock of FMR Corp., representing approximately 49% of the voting power of FMR Corp. Mr. Johnson 3d owns 12.0% and Abigail P. Johnson owns 24.5% of the aggregate outstanding voting stock of FMR Corp. Mr. Johnson 3d is Chairman of FMR Corp. and Abigail P. Johnson is a Director of FMR Corp. The Johnson family group and all other Class B shareholders have entered into a shareholder's voting agreement under which all Class B shares will be voted in accordance with the majority vote of Class B shares. Accordingly, through their ownership of voting common stock and the execution of the shareholder's voting agreement, members of the Johnson family may be deemed, under the Investment Company Act of 1940, to form a controlling group with respect to FMR Corp.

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FILED PURSUANT TO RULE 13d-1(b) or 13d-2(b)  
RULE 13d-1(f)(1) AGREEMENT

The undersigned persons, on August 9, 1996, agree and consent to the joint filing on their behalf of this Schedule 13G in connection with their beneficial ownership of the common stock of Movado Group Incorporated at July 31, 1996.

FMR Corp.

By /s/Arthur S. Loring

Arthur S. Loring

Vice President - Legal

Edward C. Johnson 3d

By /s/Arthur S. Loring

Arthur S. Loring

Under Power of Attorney dated

5/17/89

On File with Schedule 13G for

Abigail P. Johnson

By /s/Arthur S. Loring

Arthur S. Loring  
Under Power of Attorney dated  
1/5/96  
On File with Schedule 13G for  
Acclaim Entertainment Inc.  
1/10/96

Fidelity Management & Research Company

By /s/Arthur S. Loring

Arthur S. Loring  
Sr. V.P. and General Counsel

Fidelity Low-Priced Stock Fund

By /s/Arthur S. Loring

Arthur S. Loring  
Secretary

Fidelity Advisor Strategic Opportunities

Fund

By /s/Arthur S. Loring

Arthur S. Loring  
Secretary