FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL										
OMB Number:	3235-028									
Estimated average b	ourden									

10. Ownership

11. Nature of Indirect

0.5

hours per response:

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

Filed nursuant to Section 16(a) of the Securities Eychange Act of 1934

Instruction 1(b)	•		Filed		tion 30(h) of the Inv					34	<u> </u>				
1. Name and Address of Reporting Person* KARPOVICH EUGENE					er Name and Ticke <u>/ADO GROU</u>					ationship of Reportin k all applicable) Director Officer (give title	10% C	Owner (specify			
(Last) C/O MOVADO 650 FROM RD		(Middle)		3. Date of Earliest Transaction (Month/Day/Year) 09/30/2004							Senior V	below) V.P CFO			
(Street) PARAMUS NJ 07652				4. If Amendment, Date of Original Filed (Month/Day/Year)							Individual or Joint/Group Filing (Check Applicable ne) X Form filed by One Reporting Person				
(City)	(State)	(Zip)									Form filed by Mo Person	re tnan One Rep	orting		
		Table I - No	n-Deriva	tive S	ecurities Acqu	uired,	Disp	osed of, o	or Ben	eficially	Owned				
Da		2. Transaction Date (Month/Day/Year)		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)					5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership			
						Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)		
	·	Table II -	Derivativ	ve Sec	curities Acqui	red, D	ispo	sed of, or	Benef	icially O	wned				

(e.g., puts, calls, warrants, options, convertible securities)

5. Number

Transaction

6. Date Exercisable and

Security (Instr. 3)		or Exercise Price of Derivative Security	(Month/Day/Year)	if any (Month/Day/Year)	Code (Instr. 8)		Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		(Month/Day/Year)		Securities Underlying Derivative Security (Instr. 3 and 4)		Security (Instr. 5)	Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)
					Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
	Phantom Stock Unit	\$0	09/30/2004		A		35.64		(1)	(1)	Common	35.64	\$17	1,018.92	D	

Explanation of Responses:

1. Title of Derivative

1. Phantom stock units acquired under issuer's Deferred Compensation Plan for \$17.00 per share. Distributable in equal annual installments for 10 years following date of reporting person's termination of employment with issuer.

> 10/01/2004 /s/ Eugene Karpovich ** Signature of Reporting Person Date

8. Price of

9. Number of

derivative

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

3A. Deemed

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

3. Transaction

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.