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SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

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Amendment No. 1  
to  
FORM 10-Q

/X/ QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d)  
OF THE SECURITIES EXCHANGE ACT OF 1934  
For Quarterly Period Ended July 31, 1996

/ / TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d)  
OF THE SECURITIES EXCHANGE ACT OF 1934  
For the transition period from to  
Commission File Number 0-22378

MOVADO GROUP, INC.  
(Exact name of registrant as specified in its charter)

NEW YORK  
(State or other jurisdiction  
of incorporation or organization)

13-2595932  
(I.R.S. Employer  
Identification No.)

125 Chubb Avenue, Lyndhurst, New Jersey  
(Address of principal executive offices)

07071  
(Zip Code)

Registrant's telephone number, including area code: (201) 460-4800

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes /X/ No / /

Indicate the number of shares outstanding of each of the issuer's classes of common stock, as of the latest practicable date.

As of August 14, 1996, the registrant had 2,588,368 shares of Class A Common Stock, par value \$0.01 per share, outstanding and 3,428,332 shares of Common Stock, par value \$0.01 per share, outstanding.

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SIGNATURES

Pursuant to the requirements of the Securities and Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

MOVADO GROUP, INC.  
(Registrant)

Dated: November \_\_, 1996

By: /s/ Kenneth J. Adams

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Kenneth J. Adams  
Senior Vice President and  
Chief Financial Officer  
(Chief Financial Officer)

Dated: November \_\_, 1996

By: /s/ John J. Rooney

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John J. Rooney  
Corporate Controller  
(Principal Accounting Officer)

EXHIBIT INDEX

Exhibit Number -----	Description -----
27	Financial Data Schedule



EXTRACTED FROM THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE 3 MONTHS ENDED JULY 31, 1996.

1,000

3-MOS	JAN-31-1997	MAY-01-1996	JUL-31-1996
			1,603
		0	
	79,299	0	
		108,563	
	205,829		13,230
	0		
	227,590		
73,251			40,000
	0		
		0	
		60	
		107,710	
227,590			50,751
	50,751		
			23,121
		23,944	
		0	
		0	
	1,281		
		2,405	
			722
1,683			
		0	
		0	
			0
		1,683	
		.28	
		.28	