



FOSSIL GROUP

Fashion meets technology.
Purpose meets impact.

Table of Contents

Who We Are	3	Making Time for Good	10
What We Believe	5	Designing for the Future	11
Our Journey	6	Making a Difference in our Communities	12
By the Numbers	7	Driving Diversity and Inclusion	13
What We Make	8	Our Brands	14
Our Values	9	Contact Us	31



We are a purpose-driven design, marketing and innovation company.*

Our customer-first, digital and design powerhouse is home to a collection of world-class brands and an agile, lean organization with an unmatched culture (*and great sense of humor*).

Together, we create distinctive watches, wearables and accessories like no one else, and bring them to life across a powerful global footprint.

Our mission is to connect people with what matters most: time. Time to think differently. Time to see the good in every detail. Time to express individuality. Time to create success and make the world greater, together.





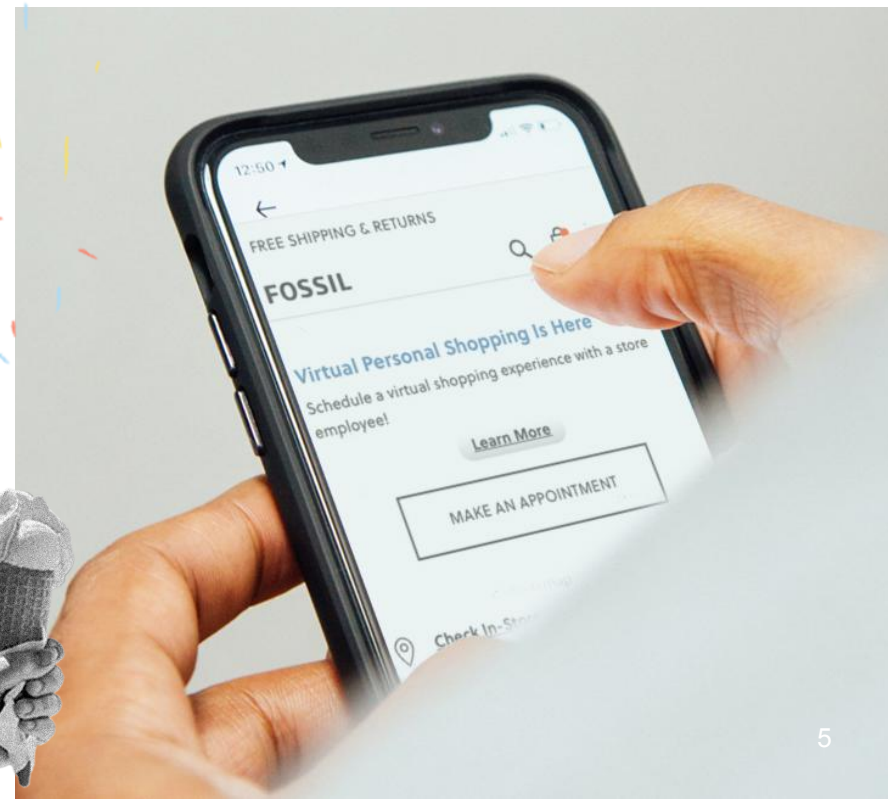
Know-it-alls.
Or fossils.



What We Believe

We believe that when timeless **design** meets the power of **innovation**, anything is possible.

We've made it our goal to create lasting change at the intersection fashion and technology. Change that scales the globe for the health of our planet, change at the forefront of a digital frontier at which we connect and shop; and change in the smallest shifts towards personal bests. The way we use our time matters; and to us, it's a matter of harnessing our passion for design, innovation, and creativity to transform watches and accessories for the better.



Our Journey

1984

A small but mighty team of 5 open doors to grow a world-wide fashion accessory business

1992

Product line-up expanded with the introduction of leather goods

1993

Became a publicly traded company

1997

Expanded our portfolio and started a partnership with our first licensed brand (*Emporio Armani*)

2013

Established Fossil Foundation

2015

Entered the connected tech industry with first smartwatches

2020

Created digital powerhouse with the best yet to come



By the Numbers

3

Global Regions

40+

Offices around
the globe

140+

Countries of business
and operation

300+

Company-owned
stores, globally

1000s

Crazy-talented
employees

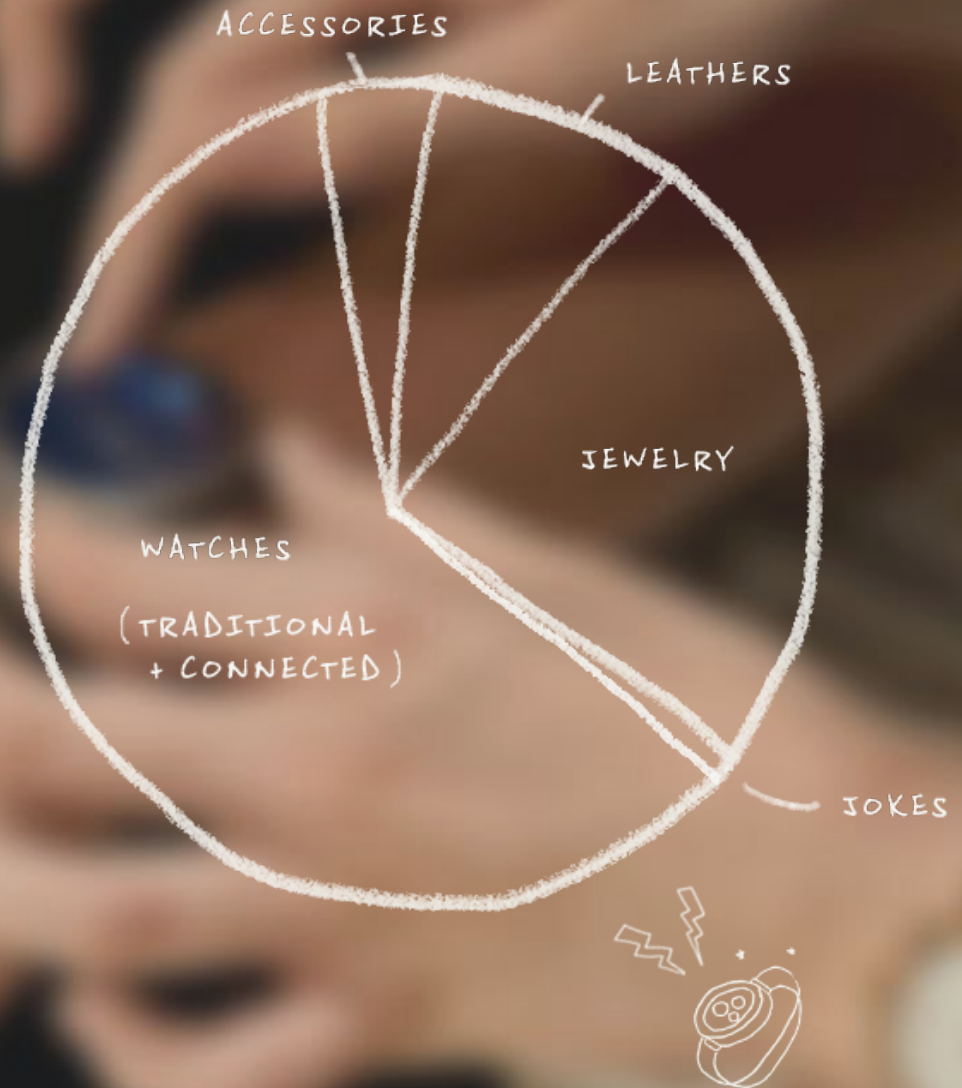


What We Make

If there's one thing (or two) we know, it's the power of passionate hands, inspired design, and time well spent.

For over 35 years, we've been inspired to create one-of-a-kind accessories. What started as a humble watchmaking business is now a diverse portfolio of world-class brands creating traditional watches, smartwatches powered by Google, one-of-a-kind handbags, jewelry and small leather goods and more,

like nobody else





An Unmatched Culture

We are Fossil Group because of our values,

...and more so, *the people who keep them.* Our employees are our culture, and we are Greater Together.

Authenticity

We go all in with our unique selves.

Grit

We push through. We set our sights on the prize and go after it.

Sense of Humor

We don't take ourselves *too* seriously.

Curiosity

We ask, what if? What's next?

Make an Impact

We go big. We perform. We make a difference.



Sustainability: *Making Time For Good*

For decades, we have shared our time and voices authentically, striving to do **the most good** with what we have, wherever we are.

Doing business that's good for the planet, our people, and our communities is not something we do, it is *who we are*. Our world faces challenges that require corporate investment in addressing environmental, social and governance concerns. At Fossil Group, we call this sustainability imperative *Make Time for Good*.

Make Time for Good is how we're taking action to create positive change for the **planet**, our **communities** and for the **employees** we consider family. We're harnessing our passion for design and creativity to transform watches and accessories for the better. We're using our one-of-a-kind skills to be a force for good in our communities, and we're creating a workplace for all to thrive—at home and on the clock.



Good for the Planet

We're taking action to lead the industry in **Pro-Planet** innovation to help revitalize our natural world.

There has never been a greater need to protect our world's natural resources. For the watch and accessories industry, this means addressing complex challenges in our supply chain and exploring more sustainable ways to make beautiful, long-lasting products. Our Pro-Planet criteria guides our commitment to **design with the future in mind**, while we work to **leave a lighter footprint** on our path toward net positive impact.

Learn more about our Pro-Planet criteria and explore how we're working to leave a lighter footprint as we design for the future through every step of our value chain at [FossilGroup.com/sustainability](https://www.fossilgroup.com/sustainability)



Good for Communities

We champion our employees to be a force for good in and alongside the **communities** we belong to globally.

Making time to **enhance our communities** is essential and has always been central to our culture. We recognize the power of **empowering women and girls** to ignite social change and are committed to investing in them through education and mentorship. We also honor time (and dollars!) spent giving back, and eagerly engage our workforce with opportunities to mobilize all the *good* we can, individually and corporately.

Learn more about our [commitment to women and girls](#) in our communities and other ways we [make time to give back](#).



Good for Our People

We are committed to creating an environment where **everyone is welcome** and given the tools to learn, lead and succeed.

Our belief that, together, we are capable of even greater innovation, collaboration, creativity, and growth drives a commitment to **diversity, equity and inclusion** throughout our organization. We create opportunities for our employees and **support personal growth**. We care about the wellbeing of our people and strive to **advance human rights** through elevated standards of safety, respect and fairness in our global offices and supply chain.

[Learn more about our culture, values](#) and [commitment to](#) human rights.



Better Together

Our partners inspire us,

...expand our reach and share our passion for design and doing good.

Our diverse portfolio is made up of brands we own and partnerships with incredible teams all over the world that give us a unique position in the global marketplace. Our strategically varied channels of distribution, coupled with a strong balance sheet, have contributed to our global success and provide significant opportunities for future growth.

FOSSIL

MICHELE

SKAGEN

A | X
ARMANI EXCHANGE

DIESEL

DKNY

EMPORIO ARMANI

kate spade
NEW YORK

MICHAEL KORS

PUMA

RELIC
— BY FOSSIL —

TORY BURCH

WATCH STATION
INTERNATIONAL

Zodiac



FOSSIL

Fossil has always been inspired by American creativity and ingenuity. Since 1984, we've strived to bring new life into the industry by making quality, fashionable watches and accessories that were both fun and accessible.

Today, we continue to focus on what makes us, us: optimism, authenticity and, of course, our creative spirit. Everything we make complements every style and fits every lifestyle—for all the moments that make you, you.





MICHELE timepieces are an extension and reflection of the women who wear them. Women who are bold, feminine and unapologetic. Women who are unlike any other. Our watches feature hand-set diamonds, mother-of-pearl dials and signature MICHELE touches that a woman can live in, share and make her own.



SKAGEN

Since 1989, we've been inspired by Skagen City and the Danish coastline.

We embraced Danish minimalism, creating slim styles and color combinations that reflect quiet, coastal living. It's a style that's still authentic to us today. Denmark has much to celebrate. As we honor our heritage, we're expanding our range of influence to include areas of relevance that are of the moment, including sustainability. From material components – solar movement, planet-friendly leather, or upcycled/recycled materials – to elevated design integrity. We craft pieces with generational timelessness. Sustainability isn't a choice; it's a lifestyle. Let's live it like the Danes, who are known for being some of the happiest people on the planet.



A | X

ARMANI EXCHANGE

“In 1991 I had an intuition, and I called it A|X. Looking at the reality of the street, before it became just another vogue, I created fast, affordable metropolitan clothing for the young generations or those with a young mindset. The spirit persists today in apparel and accessories that speed forward to an urban drum, keeping the quintessential effortless and the active stance of the GA DNA”

- *Giorgio Armani*



DIESEL

A Diesel watch is the physical translation of the approach Diesel takes: a clash of different languages and materials but with a strong mechanical touch. Diesel watches reflect the confident, assertive nature of the brand. Taking inspiration from military, denim and rock and roll, they don't follow the rules of casual watch design, preferring instead to blaze a new ground whenever possible.

Bold, ironic, and never shy, Diesel doesn't follow trends; it creates them. With a distinctive look and a unique voice, Diesel constantly moves style forward.



DKNY

Simply stated, DKNY is the energy and spirit of New York: International, modern, fresh, and real. DKNY addresses the real-life needs of people everywhere—from work to weekend, jeans to evening. Both fashionable and friendly, DKNY consistently delivers its unique mix of style around the world.

In 1985, Donna Karan revolutionized dressing for the modern woman based on an intuitive understanding of their needs, desires, and busy lives.

We dress the New Yorker everywhere, designing solution-driven pieces for moments where real life and style intersect.



ELLE

ELLE is recognized worldwide as a leader in fashion, beauty, lifestyle and women's empowerment. Since 1945, ELLE's mission is to navigate women through life and to make a better world with guiding principles of Joy, Freedom and Generosity. ELLE focuses on creating products that are accessible to all, while encouraging individuality. The ELLE style is a mix of effortless elegance, playful refinement and bold combinations that give every silhouette a certain *je ne sais quoi*.



EMPORIO  ARMANI

Emporio Armani is the pioneering line launched by Giorgio Armani in 1981, aimed at the young.

From the start, Emporio Armani was a fashion phenomenon, and the logo, with its characteristic eagle, has become a symbol of belonging for its many young fans around the world. Over the years, the collection has evolved and grown - today Emporio Armani is very much its own line, evoking a dynamic and uninhibited spirit. There are recurrent features such as casual style and aesthetic elegance, which are reworked season after season using a lively, metropolitan language.

Emporio Armani expresses vitality and a carefree attitude, and possesses a particular allure and a special graciousness. This is a collection rich in ideas, always suggesting new ways of dressing to reflect the lifestyle of today's youth.



kate spade

NEW YORK

kate spade new york is a celebration of women across time zones, generations and style creeds who are living their individual lives to the fullest and believe that, together, everything is possible. we invigorate, motivate, and embolden our customers through our creativity and originality, embodied in the confidence and style of our products and our distinctive customer experiences. we are cheerleaders and champions for women to dream, create and live life to the fullest in their unique and individual ways. we celebrate their making it, whatever their "it" might be.



MICHAEL KORS

Michael Kors is a world-renowned designer of luxury accessories and ready-to-wear, offering a lifestyle for the consummate jet setter that is as sophisticated as it is indulgent and as glamorous as it is modern. Taking classic silhouettes and infusing them with glam modern touches, Michael Kors watches for women are always in tune with the season and inspired by up-to-the-minute styles. For men, Michael Kors timepieces provide maximum functionality in designs that combine performance, luxury and style. Technology meets jet set style with the Michael Kors Access collection of touchscreen smartwatches offering connected style for the 24/7 life. The Michael Kors jewelry collection is crafted from sterling silver, semi-precious stones and sparkling accents, creating uniquely personal jewelry designed to go beyond fashion.





It's not enough to be Forever Fast. At PUMA we strive to be Forever Faster. Launched more than 70 years ago, PUMA started on its path to becoming a leading sports brand with performance-driven shoes for athletes. Today PUMA offers both performance and sport-inspired lifestyle watches for stylish enthusiasts and fast athletes across the globe.



RELIC
— BY FOSSIL —

Relic by Fossil is an American watch and lifestyle brand creatively delivering accessible, updated casual designs. With each of our signature watches and accessories, we pair function with reality to fit your true everyday lifestyle. Learn more about our women's and men's watches, bags, belts, and small leather goods at www.relicbrand.com





Skechers is a global athletic and lifestyle brand known for style, innovation, quality and comfort. Skechers watches are designed with fashion and versatility in mind, ranging from products for those who are always on-the-go to true performance gear for when you want to break a sweat.





The eclectic and colorful style of Tory Burch shines through in the brand's extensive watch collection. Inspired by her family, her travels, vintage jewelry and much more, each watch platform is designed to reflect the aesthetic of Tory Burch perfectly with features like the brand's signature fretwork and the famous Double T logo. Furthering the unique detail of these watches is an octagonal crown for a subtle geometric touch—eight is a lucky number, a nod to Tory's superstitious side.





Watch Station partners with the world's most iconic brands to curate a unique collection of the newest designer luxury watches and smartwatches for women and men. We offer a robust online and in-store experience in the United States, Europe and Asia that connects you to the stories, trends and latest innovations in the world of watches and wearable tech. Through a commitment to customer service, WSI brings sophistication, fashionable style advice and knowledge to enthusiasts around the globe.





In an age of technology and hectic schedules, ZODIAC celebrates the concept of unplugging from the everyday and indulging in travel and exploration. Built with the adventure-seeker in mind, we continue to push the limits of design innovation, giving a nod to timeless trends with the latest in Swiss timekeeping technology. A ZODIAC watch serves as a reminder to “be bold, be passionate, be adventurous.”



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