

**FOR IMMEDIATE RELEASE**

## **FOSSIL CELEBRATES ITS VINTAGE HERITAGE WITH A NEW RETAIL STORE CONCEPT**

**Richardson, TX, November 4, 2009** – After months of renovations, Fossil, Inc. (Nasdaq GS: FOSL) is ready to unveil its latest vintage-inspired clothing store. From one-of-a-kind vintage fixtures to hand-painted wall art, the new store environment proves a true embodiment of the brand's core values of creativity, authenticity, and vintage-inspired design.

The Fossil store located inside the Stonebriar Centre in Frisco, Texas, is the first retail location to be totally re-concepted (or re-vintaged as Fossil calls it), but this isn't your grandmother's vintage—there isn't one lacy quilt or avocado-hued appliance to be found. Instead, Fossil has developed a vintage design aesthetic with a more industrial slant, giving the store a stylized warehouse-inspired feel.

Designers sourced refurbished vintage items to use as architectural embellishments and fixtures throughout the store. Aged ladders, rusted light fixtures, wheeled carts, and wooden benches, for example, display product in inventive arrangements that playfully showcase the vintage personality of the brand. A heavy use of wood and distressed textures gives the space a sense of warmth and familiarity, while the stained concrete floors and simple layout make the environment easy to shop and navigate.

Notably, Fossil Stonebriar is one of the brand's select clothing locations, housing its entire vintage-inspired line. Here, customers can shop Fossil head-to-toe including its shoes for women and men as well as its signature denim collection, sewn exclusively from premium fabrics and finished with a variety of vintage washes. The new store is also the only Fossil location featuring the Vintage Revival Collection – a handcrafted group of one-of-a-kind items made from vintage and second-hand materials.

To celebrate the reopening of the Stonebriar store, Fossil is hosting "A Night With Our Designers." The event will take place on Thursday, November 12 from six to nine p.m. and is open to the public.

### **About Fossil**

Fossil is a global design, marketing and distribution company that specializes in consumer fashion accessories. The Company's principal offerings include an extensive line of men's and women's fashion watches and jewelry sold under proprietary and licensed brands, handbags, small leather goods, belts, sunglasses, and clothing. In the watch and jewelry product category, the Company's offerings include a diverse portfolio of globally recognized proprietary and licensed brand names under which its products are marketed. The Company's extensive range of accessory products, brands, distribution channels and price points allows it to target style-conscious consumers across a wide age spectrum on a global basis. The Company's products are sold to department stores, specialty retail stores, and specialty watch and jewelry stores in the U.S.

and in over 100 countries worldwide through 23 company-owned foreign sales subsidiaries and a network of 56 independent distributors. The Company also distributes its products in more than 300 company owned and operated retail stores and through the Company's e-commerce website at [www.fossil.com](http://www.fossil.com), where certain product, press release and SEC filing information concerning the Company is also available.

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