

FOSSIL TO LAUNCH ITS VINTAGE-INSPIRED CLOTHING COLLECTION IN SELECT EUROPEAN STORES

RICHARDSON, TX, January 25, 2010 – Fossil is proud to announce the European launch of its vintage-inspired summer clothing line at their stores in London, England and Stuttgart, Germany. This will be the first time a full collection of Fossil clothing will be available to a market outside of the United States.

The primary inspiration for Fossil's clothing is the past—nostalgic items and iconic styles that Fossil's designers make new again. Merging modern details with an authentic vintage aesthetic, Fossil's designs are not only unique, but have an enduringly timeless quality. The summer collection, dubbed Vintage Expedition, is a mix of safari, Native American, and exploration influences, crafted to suit the tastes of the modern fashion consumer. Fossil also plans to introduce its collection of premium denim this summer, which includes custom fits, washes, and vintage-inspired silhouettes.

In addition to clothing, Fossil is also redesigning the London and Stuttgart stores to reflect the company's American heritage and love of the past. Fossil designers approached the project with an industrial mindset, giving the stores a stylized warehouse feel. Authentic refurbished vintage items, like old ladders, light fixtures, wheeled carts, and benches, will be used to showcase products.

Fossil is already known in the European market as an accessory brand, selling quality leather goods, jewelry, shoes, sunwear, and their world-famous watches. With the introduction of clothing, the company looks forward to dressing Europeans from head to toe.

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, where certain product, press release and SEC filing information concerning the Company is also available.

Contact

Katrin Reifeiss-Helmick

Fossil

212-971-7860

Kreifeiss-helmick@fossil.com

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