



## **Fossil, Inc. and Designer Karl Lagerfeld Sign Global Licensing Agreement**

RICHARDSON, Texas, Oct. 26, 2011 (GLOBE NEWSWIRE) -- Fossil, Inc. (Nasdaq: [FOSL](#)) announced today a strategic partnership with KARL LAGERFELD to design, develop, and distribute a line of men's and women's timepieces under the KARL LAGERFELD label. Pier Paolo Righi, president of KARL LAGERFELD says, "It is essential for us to work with the best license partners in each segment -- that is why we are happy to partner up with Fossil."

Karl Lagerfeld is an icon for creativity and a beacon for the spirit of fashion globally. This exciting collaboration will leverage Fossil's design and distribution expertise with the essence of creativity and style that is synonymous with the Karl Lagerfeld brand. "We look forward to working with Karl Lagerfeld," says Mark Quick, Vice Chairman for Fossil, Inc. "It is a pleasure to work with such an inspiring fashion visionary." The first timepiece collection is scheduled to launch in spring 2013 under the name KARL LAGERFELD.

### **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, soft accessories, shoes, 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 accessories 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. in approximately 120 countries worldwide through 23 company-owned foreign sales subsidiaries and a network of approximately 60 independent distributors. The Company also distributes its products in over 360 company-owned and operated retail stores and through international e-commerce websites and the Company's U.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.

The Fossil, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=3296>

CONTACT: Press Contacts:

Mike Kovar  
Chief Financial Officer  
Fossil, Inc.  
(972) 699-6811

Caroline Lebar  
Karl Lagerfeld  
T: +33 1 44 50 22 18  
[caroline.lebar@karllagerfeld.fr](mailto:caroline.lebar@karllagerfeld.fr)

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