

## **VINTAGE IDEAS—THE CORNERSTONE OF FOSSIL’S COMFORTABLE CLOTHING FOR FALL.**

RICHARDSON, TX. September 23, 2009 -- Fossil, Inc. (Nasdaq GS: FOSL) understands the appeal in thrift store shopping. After all, vintage clothing and accessories are hip—the new style is to be old-styled.

This fall, Fossil is revamping closets everywhere with its modernly vintage apparel line. Women will see lots of bold color blocking, plaids, and whimsical prints—all in flowing materials. Men’s clothing will have military-inspired pockets, vintage rock graphics, and fitted blazers—all in relaxed, comfortable fabrics. Distressed denim is also making a comeback along with colored denim and the return of corduroy.

Fossil clothing is available in select stores and on Fossil.com.

### **About Fossil**

Fossil, Inc. is a design, development, marketing and distribution company that specializes in consumer products predicated on fashion and value. The Company’s principal offerings include an extensive line of fashion watches sold under the Company’s proprietary and licensed brands. The Company also offers complementary lines of small leather goods, belts, handbags, sunglasses, jewelry and clothing. The Company’s products are sold in department stores and specialty retail stores in over 90 countries around the world, in addition to the Company’s e-commerce website at [www.fossil.com](http://www.fossil.com). Certain product, press release and Securities and Exchange Commission filing information concerning the Company is available at the website.

### **Contact**

Katrin Reifeiss  
Fossil  
212-971-7860  
[kreifeiss@fossil.com](mailto:kreifeiss@fossil.com)