

A New Time: Fossil Announces its latest celebrity ambassadors **Mandy Moore and KJ Apa among names headlining campaign**

August 1, 2018—Richardson, TX Fossil brand is excited to debut its newest advertising campaign and celebrity cast members. The campaign will launch in early August, and feature all of Fossil's product categories—including smartwatches, traditional watches, handbags, jewelry and more. At its core, Fossil is comprised of passionate, entrepreneurial creatives who have been tasked to dream up everything from novelty watches to tins, with creativity firmly at the heart of everything the brand does. The spirit of creativity and innovation has differentiated Fossil brand since its launch, and is the same spirit that inspires our campaign today.

At a pivotal moment in the watch and retail industry, Fossil brand has asked itself what made us different at our inception and examined those answers through a modern lens to inspire a new generation of watch-wearers and watch designs. We welcome a new era of modern vintage, packed with an uplifting authentic style. The past inspires us and the future motivates us, and through this brilliant cast and campaign we hope to bring those values to life.

“When deciding who to cast for our upcoming campaign we kept coming back to the attributes that make up our very DNA: an optimistic attitude, dedication to authenticity and, of course, creative spirit,” said Steve Evans, EVP of Fossil brand. “At Fossil we believe that what you make time for defines who you are—our cast and campaign embody that brand ethos, and exemplify how intentional time helps achieve both professional and personal happiness. There is an optimistic spirit reflected in this campaign and we are thrilled to have found a group of creatives that celebrate these values throughout their endeavors.”

Fossil has long explored the importance of time, and how being intentional with how you spend it can positively impact all aspects of your life. This cast all has a unique relationship with time: whether it's taking risks, using time to continuously develop their passions, or recognizing the importance of taking time for meaningful personal connections. The cast, featuring actors **Mandy Moore** and **KJ Apa**, marks the beginning of an exciting new era for both Fossil brand and its community, with a new vibrancy and spirit to re-energize today's audience. Rising singer/songwriter **Izzy Bizu** and New York City artist **Darryl Westly** will be joining Moore and Apa as cast members as well.

“We are launching what might be our most exciting campaign yet for Fossil brand, one that is all about celebrating authentic individuals,” Evans said. “Our focus on authenticity is not only rooted in our people, but also our products—we want to continue to create watches, leather goods, wearables and more that represent our growing Fossil family and their unique individual style and spirit.”

Moore, a Grammy® and Golden Globe® nominated actress, singer and songwriter, is an exciting addition to the cast list. She recently launched production on season three of the critically acclaimed NBC show “This Is Us.” This role has earned Moore a Golden Globe Award nomination while the show received acclaim with a Screen Actors Guild Award win and multiple Emmy nominations, Golden Globe nominations, TCA Award nominations and Critics' Choice Award nominations. The show was also recognized by The Television Academy Honors. Since skyrocketing to fame in 1999 with the release of her debut album, “So Real,” the singer and actress has released critically-acclaimed albums and starred in a diverse lineup of films, including the cult-classics “A Walk to Remember” and “Saved”, the Disney-animated Rapunzel retelling, “Tangled” and the upcoming young-adult thriller “The Darkest Minds.” She will soon begin production on the WWII film, “Midway.” Both on and off screen, Moore's warm personality and authentic-to-self representation has made her a beloved and

trusted public figure—elements that are ingrained in Fossil brand’s identity.

Apa currently stars as Archie Andrews, an all-American boy trying to balance the ups and downs of high school, in the CW’s hit series “Riverdale,” based on the beloved Archie comics. Originally from New Zealand, Apa recently wrapped a lead role on 20th Century Fox film “The Hate U Give” opposite Amandla Stenberg, Regina Hall, Anthony Mackie, Common and Issa Rae. He is currently starring in the feature film “The Last Summer” opposite Maia Mitchell and Jacob Latimore. Apa’s charisma and fun-loving personality have quickly elevated the young actor to success but also kept him grounded. Watch wearers will love Apa’s young, refreshing dial designed for the new generation, while also enjoying his—and Fossil’s—genuine vintage feel.

Bizu, London-based singer-songwriter, draws on musical influences from her childhood, such as Ella Fitzgerald and James Brown, as well as current artists like Adele to fuel her sound. The result is a cross-genre fusion of soul, jazz, and pop. Since her 2013 debut, the musician has received strong support on BBC radio stations and has supported artists’ UK tours, such as Coldplay and Sam Smith. Bizu’s classic-yet-entirely-new sound perfectly harmonizes with Fossil’s modern vintage style.

The final cast member, Darryl Westly, is a New York-based artist and curator whose paintings experiment with hyperrealism, architectural elements and visual layering to create disruptive portraits of contemporary western culture. While studying with the Pratt Institute Sculpture Program and The Cooper Union, he worked under popular American artist Jeff Koons. His work features everyday life filtered through a brightly-colored lens, creating an uplifting take on commonplace moments that perfectly illustrates Fossil’s celebration of creativity and its optimistic nature.

Each of the cast members’ creative styles exude Fossil in how they appreciate the classic, while looking toward the future. Fossil brand is excited to see how watch wearers are re-energized and able to engage with the cast.