

FOSSIL HONORS BLACK HERITAGE AND DESIGN WITH LIMITED-EDITION LAUNCH SUPPORTING DIVERSITY IN DESIGN AND A COLLECTIBLE TIN BOX DESIGNED BY DALLAS-BASED ARTIST

Richardson, Texas – January 31, 2022 – Fossil is thrilled to announce our 2022 Black History Month collection, celebrating Black heritage, design and creativity, with a partnership with Dallas-based artist [Jeremy Biggers](#) and the launch of our Black History Month-inspired watch and necklace. Launching on January 31, as part of Fossil's ongoing commitment to #MakeTimeForGood, **100% of proceeds** from the sale of our limited-edition watch and necklace will be used to support the activities of [Diversity in Design](#) (DID) — a collaborative aiming to increase representation of Black designers in the field.

“Fossil is laser-focused on advancing diversity, equity and inclusion, and this is just one of the ways that we are working to do so. It is so exciting for us to be able to marry fashion, culture and history into this Black History Month collection,” says Sheri Crosby Wheeler, VP of Diversity and Inclusion. “We took this opportunity to amplify and leverage the voices and ideas of our Black employees to create something that we hope will resonate with customers as we all celebrate during this upcoming Black History Month.”

Fossil's best-selling Neutra Minimalist watch is reimaged in this limited edition style with tri-color indices and a recycled polyethylene tetraphytle nylon strap in colors inspired by the Pan-African flag, honoring this symbol of liberation and unity. Featuring a specially etched, enamel-fill caseback, each timepiece is individually numbered and retails for **\$140**, with 100% of proceeds used to support the activities of the DID Collaborative. With only 500 units produced, the timepiece is packaged in a one-of-a-kind and reusable Black History Month-edition tin, specially designed by award-winning Dallas-based artist, Jeremy Biggers. His work is shaped by experiences that inform his worldview, inspiring sincere conversations and moving others to gain a new perspective beyond their own.

“Growing up, every watch I owned was a Fossil watch. I vividly remember getting my very first one and the feeling of receiving it and the tin that came with it on my birthday. Fossil has held a very special place in my heart ever since,” says Biggers. “Being asked to design a tin for such an iconic and historic brand, that I already am very fond of, is a full-circle moment for me, and I couldn't be more excited to add my name to an already historic legacy.”

Alongside the limited-edition watch, Fossil is proud to release a necklace inscribed with the first names of important Black historical figures — Harriet Tubman, Frederick Douglass and Sojourner Truth. Designed to pay homage to these heroes, the piece is available for **\$50**, with 100% of proceeds used to support the activities of Diversity in Design.

The Black History Month collection is available on [Fossil.com](https://www.fossil.com) and in select retail stores. Visit [MakeTimeForGood.com](https://www.maketimeforgood.com) to learn more about our initiatives, and follow @Fossil to stay up to date on current and future launches.

Fossil

[Fossil](https://www.fossil.com) was inspired by American creativity and ingenuity. Bringing new life into the watch industry by making quality, fashionable watches that were both fun and accessible. Creativity was at the heart of everything we did. Today, we continue to focus on what makes us, us: Our optimistic attitude, our dedication to authenticity and, of course, our creative spirit. The things we make, from traditional watches to smartwatches, bags to wallets, jewelry to gifts, complement every style, and fit every lifestyle—for all the moments that make you, you.

Diversity in Design

The Diversity in Design (DID) Collaborative was initiated in June 2021 to foster systemic change by increasing diversity and improving conditions for Black creatives across the design industry. DID is a group of companies united by a common belief in the critical role that diversity plays in creating strong, impactful businesses and innovations in the design world and beyond. DID has come together with the understanding that impactful change requires a shared value set, a collaborative approach, and aligned action plans that are measurable and directed to outcomes of diversity, equity, and inclusion in the field. Learn more about DID and view the full list of members at www.diversityindesign.com.

Jeremy Biggers

Award-Winning Creator. Problem Solver. Fine-Artist. Designer. Photographer. Film Maker. Based in Dallas, Texas. Dubbed "*Dallas' Hardest Working Multi-Hyphenate*" by D Magazine, from drawing to painting to graphic design to photography to film making, Jeremy Biggers has been involved with image making his entire life. He attended Booker T. Washington High School for the Performing and Visual Arts where he primarily focused on expression through graphite and charcoal drawing. During his college years he cultivated his love for painting and photography, and they've since cemented themselves into his everyday life. As with most artists, his work is shaped by experiences that inform his view of the world. His goal with each piece is to inspire conversation. His fine-art work mixes realism with a design aesthetic. His partnerships have included IBM, Nike, Adidas, McDonalds, Paramount Pictures, Dallas Cowboys, Dallas Mavericks, Virgin Hotels, Cheetos, Bud Light, Cadillac, Sprint, and Vice.