



February 24, 2016

## **Movado Partners With PFSweb's LiveArea to Redesign and Launch Three New Digital Flagship Sites**

### **New Digital Storefronts for Movado, EBEL, and Concord Brands Bring Swiss Heritage and Modern Design**

SEATTLE, WA -- (Marketwired) -- 02/24/16 -- LiveArea, the PFSweb (NASDAQ: PFSW) Agency, was selected by Movado to design and build three new eCommerce websites for its Movado, EBEL, and Concord brands.

For its new digital flagship site, [www.movado.com](http://www.movado.com), Movado wanted to improve functionality while creating an online experience that aligned with its brand's rich heritage. To achieve this goal, Movado engaged LiveArea to design and deploy a site that immersed customers in the beauty of Movado watches, creating a luxury shopping experience worthy of the brand. This same methodology was utilized to design and deploy their sister brand sites [www.ebel.com](http://www.ebel.com) and [www.concord.ch](http://www.concord.ch).

The new sites, built on the Demandware (NYSE: DWRE) Commerce Cloud, include a fully responsive design that provides the optimal customer experience across desktop, tablet, and mobile devices. Other unique features include a custom watch finder and extensive heritage pages to explore the history of each brand.

"Our partnership with Movado, an iconic luxury brand, demonstrates the strength of our digital experience design and interactive development capabilities," said Mark Moskal, Executive Creative Director at LiveArea. "We're proud to have built three sites that reflect the exceptional qualities of Movado watches and plan to continuously work with Movado as they nurture their brand online."

"We are excited to announce the launch of our new websites for Movado, EBEL, and Concord," said Mary Leach, Chief Marketing Officer at Movado Group. "They showcase these brands through a fresh lens with a modern look and feel while offering content-rich responsive sites with stunning visuals that explore their deep heritages from different perspectives."

#### ***About Movado Group Inc.***

Movado Group, Inc. designs, sources, and distributes MOVADO®, EBEL®, CONCORD®, ESQ® by Movado, COACH®, TOMMY HILFINGER®, HUGO BOSS®, JUICY COUTURE®, LACOSTE® and SCUDERIA FERRARI watches worldwide, and operates Movado company stores in the United States.

#### ***About LiveArea***

LiveArea, the PFSweb Agency, is a digital retail agency focused on creating flagship experiences for global passion brands and multi-brand retailers. From offices in New York City, Seattle, London, and Dallas, LiveArea serves some of the biggest names in the fashion, beauty, and lifestyle industries. Its offerings range from complete eCommerce implementations to award-winning guided selling apps. LiveArea provides branding, user experience design, visual design, copywriting, business analysis, interactive development, systems integration, merchandising, analytics, optimization, globalization, localization, and ongoing support.

#### ***About PFSweb, Inc.***

PFSweb (NASDAQ: PFSW) is a global commerce service provider of solutions including digital strategy consulting, digital agency and marketing services, technology development services, business process outsourcing services, and a complete omni-channel technology ecosystem. The company provides these solutions and services to major brand names and other companies seeking to optimize every customer experience and enhance their traditional and online business channels. PFSweb supports organizations across various industries, including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, ASICS, Roots Canada Ltd., PANDORA, Diageo, BCBGMAXAZRIA, ROKA Sports, T.J. Maxx, the United States Mint, and many more. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Minnesota, Washington, New York, Ohio, North Carolina, Canada, Belgium, London, Munich, and India. For more information, please visit [www.pfsweb.com](http://www.pfsweb.com) or download the free PFSweb IR App on your [iPhone](#), [iPad](#), or [Android](#) device.

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Source: PFSweb, Inc.

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