

FOSSIL PARTNERS WITH CEDELLA MARLEY TO LAUNCH LIMITED-EDITION COLLECTION FOR INTERNATIONAL WOMEN'S DAY, INSPIRED BY HER FATHER'S SONG "ONE LOVE" AND BENEFITTING WORLD PULSE

25% of proceeds from the exclusive collection will be donated to World Pulse, along with a \$10,000 donation to the Bob and Rita Marley Foundation to support funding of the Jamaica Women's National Football Program, The Reggae Girlz

Richardson, Texas – March 1, 2022 – Fossil is excited to announce our limited-edition collection in celebration of [International Women's Day](#), created in collaboration with **Cedella Marley**. We've partnered with the author, designer and recording artist to create a collection with reggae roots. Inspired by her father Bob Marley's hit single "One Love" and her Jamaican heritage, these bright styles embody the spirit of togetherness. As part of our ongoing effort to #MakeTimeForGood, **25% of proceeds from the limited-edition collection will be donated to World Pulse**, a non-profit organization that uses social networking to drive social change by empowering women. Additionally, Fossil is making a **donation of \$10,000 to the Bob and Rita Marley Foundation** to support the activities of the Jamaica Women's National Football Program, for which Cedella Marley serves as global ambassador. Since 2014, Cedella has worked to bring awareness and support to this program, which helps to level the playing field for young Jamaican girls using football as a means to empowerment, higher education and success both on and off the pitch.

"I am thrilled to celebrate International Women's Day with Fossil," says Cedella. "Not only was I able to design a collection inspired by the deeply personal lyrics 'One Love', Fossil has also generously donated to the Bob and Rita Marley Foundation for the benefit of the Jamaica Women's National Football Program. Over the past 7 years, I have been the global ambassador for them and worked to raise awareness and funding. I can not think of a better way to celebrate this day than uplifting and empowering these non-profit organizations."

Designed in collaboration with Cedella, the collection will launch on **March 8** and includes a limited-edition watch set, backpack, clutch and necklace.

A reimagined limited-edition of our bestselling Carlie platform, the **Cedella Marley x Fossil Watch** features the "One Love" lyric, heart design and a specially etched caseback with Cedella's signature. The set, which includes the 35MM rose gold-tone watch and bracelet, also comes with an additional multi-colored, interchangeable watch strap. The exclusive watch will be available for **\$180**.

The collection's two leather styles include Fossil's top-selling **Parker Convertible Backpack** and **Logan Zip Clutch**, combining function with a celebratory, limited-edition look. Each is made with brown leather and features the collection's signature "One Love" and colors. The backpack will be available for **\$280**, and the clutch for **\$100**.

Also launching is an exclusive **charm necklace**, with gold-tone and enamel charms layering on "One Love" — available for **\$85**.

Visit [MakeTimeForGood.com](https://www.maketimeforgood.com) and [Fossil.com](https://www.fossil.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.

Cedella Marley

As the first born of Bob and Rita Marley, Cedella Marley is a descendant of reggae royalty. As an accomplished singer, an inspiring author, fashion designer and visionary entrepreneur, Cedella oversees Marley Holdings, a Marley family entity that manages all aspects of the Bob Marley rights, including the rights to Bob's name and likeness. In addition she oversees all the Marley related businesses in Jamaica and is the Director of the Bob Marley Foundation, the Marley family's charitable organization whose mission is to carry on the life and legacy of Bob Marley. Cedella is also the ambassador to the Reggae Girlz, Jamaica's national women's football team.

World Pulse

[World Pulse](https://www.worldpulse.org) is an independent, women-led social network that brings a decade of experience providing supportive global online community, digital storytelling, and change-making training to tens of thousands of women, girls, and gender-expansive individuals and their organizations across 227 countries, today impacting 21.6 million with their expanded movements, business, and social change efforts.

Jamaica Women's National Football Team

The Jamaica Women's National Football Team (also known as the Reggae Girlz) was disbanded in 2006 due to lack of funding. The team was revived in 2014 when FIFA mandated that every member nation participate in the women's world cup qualifiers. At the request of the late Captain Horace Burrell (then President of the Jamaica Football Federation), Cedella Marley became the Reggae Girlz global ambassador to rally funds and support. In 2018 the Reggae

Girlz made history by becoming the first English-speaking Caribbean team to qualify for the FIFA Women's world cup. In addition to its newfound success on the pitch, the Jamaica Women's National Football team has produced more than 100 college graduates since it was reestablished including the 2015 Cambridge Rhodes Scholar.