

## FOSSIL LAUNCHES EFFORTS WITH HBCU 20X20, ALONGSIDE NEW COLLECTION, IN HONOR OF BLACK HISTORY MONTH

**Richardson, Texas – February 1, 2023** – Fossil is proud to honor and uplift Black voices this month and every month with the release of our newest collection and partnership with [HBCU 20x20](#)—a national nonprofit that drives change in Historically Black Colleges and Universities and in the Black community by increasing economic and social mobility through academic and career resources. Beginning this year, Fossil Group will support HBCU 20x20 by introducing students to the watches, wearables and fashion accessories industry and hosting the following programming centered around helping them in their career journeys—alongside a **minimum donation of \$25,000** to support this important commitment.

During Black History Month, HBCU 20x20 students will have the opportunity to hear from several Fossil Group employees across the organization—including Design, Marketing, IT Solutions and more—in a candid discussion with HBCU 20x20 CEO and Founder Nicole Tinson about their experiences working at Fossil and being Black in the fashion accessories industry. Following this, employees will support HBCU 20x20 students with reviewing resumes and conducting mock interviews in preparation for summer internships. In the fall, Fossil Group will host a professional and career development summit where employees, as well other professionals, will share their knowledge, expertise and experiences onsite with students, further providing first-hand insight and support in their career journeys.

“At HBCU 20x20, we celebrate Black history and progress every day, and remain committed to uplifting and empowering the Black community,” says Nicole Tinson, CEO of HBCU 20x20. “From the trials and tribulations to the joys and successes, we are dedicated to moving forward collectively, and are proud to partner with Fossil this year to continue to build on this legacy.”

Alongside this partnership and in honor of Black history, Fossil’s exclusive collection draws inspiration from the Pan-African flag to represent unity and liberation. This includes a special edition of our FB-01 watch, crafted with our elevated, scratch-resistant ceramic material (42MM case, 22MM bracelet) and featuring bright, bold accents on the dial and a glass-printed caseback. The collection also features a thoughtfully designed bracelet with genuine black onyx and dyed jade beads.

The watch comes with a special-edition tin designed by Fossil retail store associate Jalyn Tate. Our Employee Resource Group, BAAM (Black/African-American and Allies Movement), supports and elevates Black voices at Fossil and beyond, and the group selected her incredible tin design to be featured with the watch. Jalyn’s illustrations celebrate the confidence and vibrancy of her culture and she hopes to inspire the next generation of Black children to embrace the arts. The watch with the exclusive tin launches for **\$300**, and the bracelet for **\$40**.

Visit [Fossil.com](#) and select Fossil retail stores to shop the collection beginning **February 1**, and follow [@Fossil](#) to stay up to date on current and future launches.

**FOSSIL**

[Fossil](#) has always been inspired by American creativity and ingenuity. Since 1984, we've strived to bring new life into the industry by making quality, fashionable watches and accessories that were both fun and accessible. Today, we continue to focus on what makes us, us: optimism, authenticity and, of course, our creative spirit. Everything we make complements every style and fits every lifestyle—for all the moments that make you, you.

**HBCU 20x20**

HBCU 20x20 is the world's largest network for HBCU and Black jobseekers. Since HBCU 20x20 was formed in 2017, it has placed more than 2,000 people into jobs and internships with companies, visited 65 HBCUs, hosted 150+ events and developed partnerships with Fortune 500s, startups, nonprofits and federal agencies alike, including PwC, Amgen, Dolby, Fossil Group, Gucci, Microsoft and the Walt Disney Company. Please visit [www.hbcu20x20.org](http://www.hbcu20x20.org) to learn more about us.

PR Contact: Nicole Tinson [nicole@hbcu20x20.org](mailto:nicole@hbcu20x20.org)