

FOSSIL ANNOUNCES COLLABORATION WITH DISNEY AND UNVEILS THE FIRST RELEASE OF WATCHES, LEATHER GOODS AND JEWELRY



Richardson, Texas – October 5, 2023 – Fossil announced today a new accessories collaboration with Disney in celebration of the legacy brand’s 100th anniversary. Drawn together through a love of creativity and shared heritage of design, Fossil believes in finding inspiration in every moment—dreaming big and living boldly. In this spirit, Fossil and Disney are collaborating on a capsule of limited- and special-edition timepieces, leather goods and jewelry that’s made for collectors. The initial release of [Disney | Fossil](#) styles launches globally on **October 12**, with the collaboration extending beyond this collection.

“With a shared core value of ingenuity and rich history rooted in design, Disney and Fossil are kindred spirits,” says Melissa Lowenkron, Chief Brand Officer of Fossil. “Disney holds a special place in many people’s memories and within Fossil’s archives. We’re thrilled to launch the first part of our long-term collaboration, look forward to sharing more in the coming months and hope people enjoy collecting these unique and nostalgic pieces.”

Disney | Fossil first launches with a collection of watches, leather goods and jewelry, including three spectacular timepieces inspired by Disney’s iconic Mickey Mouse:

- **Special-Edition Classic Disney Mickey Mouse Watch (\$395)**: This reimagination of our fan-favorite Disney Mickey Mouse timepiece from 1992 is the quintessential watch to bring the iconic character to life in vivid detail.
- **Limited-Edition Sketch Disney Mickey Mouse Watch (\$395)**: The original illustration for Walt Disney’s Mickey Mouse is the creative blueprint for this piece, paying homage to the art of animation and the visionary who sparked a world of imagination. The watch’s dial includes handwritten notes from the original Walt Disney Animation Studio’s Mickey Mouse artwork and is made to look like parchment paper from a sketchpad, layered with acetate to add dimension and create the illusion of film. Only 1,723 are being sold globally—a nod to 1923 when Disney was created.
- **Limited-Edition Shadow Disney Mickey Mouse Watch (\$425)**: Inspired by the unmistakable silhouette of Disney’s Mickey Mouse, this standout watch is a modern take on what makes it so iconic. Only 1,523 are being sold globally.

“I am particularly excited for the Sketch watch. No one has shown Disney’s Mickey Mouse from the perspective of the Illustrator and the original 2D artists, so we wanted to bring that idea to life in an authentic way as a hand-sketched character design. It’s so different from anything

that's been done," says Ryan White, Creative Director of Watches. "This is such a throwback piece to capture the original process of 2D illustration with artists using stacks of animation paper, building each scene or making the characters move. For the historian who appreciates Walt's innovation and the 2D animation technique, this is a watch for true collectors."

All designed on our classic Fossil Heritage watch platform, the timepieces feature a 43mm three-piece case, ultra-precise Japanese automatic movement and double-domed, scratch resistant sapphire crystal for unrivaled clarity. The three styles have a corresponding custom-designed caseback with an original Disney Mickey Mouse illustration, and the crown is accented with the character's iconic silhouette. Each watch is packaged in specially designed boxes, crafted to be a keepsake with an enclosed certificate of authenticity.

In addition to these special- and limited-edition watches, Disney | Fossil also offers five timepieces designed exclusively for Fossil Outlet. Inspired by vintage animations, they feature Disney's Mickey Mouse and friends—such as Disney Minnie Mouse, Pluto and more—for \$190.

Fans can collect even more new nostalgia with our assortment of leather goods. Beautifully crafted from rich leather, they reveal Disney Mickey Mouse's iconic shadow with subtle shine on monochromatic black. The **canteen bag (\$230)** plays with shape in its novel silhouette, accented by a gunmetal chain, while the **sling bag (\$230)** is a modern, hands-free style. Additionally, a **travel set (\$150)**, including passport case and luggage tag, are also crafted in rich black leather, revealing a graphic repeat of Mickey's silhouette.

Disney | Fossil also features special-edition jewelry, shining with hand-placed pavé crystals and crafted in stainless steel with black- or gold-plating. The Disney Mickey Mouse jewelry—including **figurine necklace (\$125)**, **ID plaque necklace (\$150)** and **ID plaque bracelet (\$135)**—redefines the look of Disney nostalgia in monochromatic black, studded with hand-placed hematite crystals. Disney's Minnie Mouse jewelry depicts her playful spirit and sophisticated style, featuring gold-tone stainless steel and hand-placed pavé crystals as her signature polka dots and bows. This includes an **ID plaque necklace (\$150)**, **bangle bracelet (\$125)**, front-to-back **earrings (\$85)** and **ring (\$90)**. Each jewelry piece is packaged in a collectible tin that features custom Mickey or Minnie graphics.

Visit [Fossil.com](https://www.fossil.com) and select Fossil retail stores to shop Disney | Fossil beginning **October 12**, and follow [@Fossil](https://twitter.com/Fossil) to stay up to date on future Disney | Fossil launches.

ABOUT FOSSIL

[FOSSIL](https://www.fossil.com) is a leading global lifestyle accessories brand inspired by creativity and ingenuity. We create timeless, well-crafted leather goods, jewelry and watches made to ride alongside you wherever you take life next. In everything we do, we strive to Make Time For Good™, working to create positive change for our people and communities.