UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM 10-Q

x QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the Quarterly Period Ended July 31, 2010

"TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from to

Commission File Number: 1-16497

MOVADO GROUP, INC. (Exact Name of Registrant as Specified in its Charter)

New York (State or Other Jurisdiction of Incorporation or Organization) 650 From Road, Ste. 375 Paramus, New Jersey (Address of Principal Executive Offices) 13-2595932 (IRS Employer Identification No.)

> 07652-3556 (Zip Code)

(201) 267-8000

(Registrant's telephone number, including area code)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for that past 90 days. Yes x No⁻⁻

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Website, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes "No"

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer,

or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act. Large accelerated filer " Accelerated filer x Non-accelerated filer " Smaller reporting company "

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes "No x

The number of shares outstanding of the registrant's common stock and class A common stock as of August 25, 2010 were 18,080,232 and 6,634,319, respectively.

MOVADO GROUP, INC.

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PART I - FINANCIAL INFORMATION Item 1. Financial Statements

MOVADO GROUP, INC.

MOVADO OKOUL, INC.									
		IDATED E							
(.	In thousands,	-		-	e am	iounts)			
		(Unau	dite	d)					
		July	Ja	nuary 31,		July			
		31, 2010		2010	3	31, 2009			
ASSETS		- ,				,			
Current assets:									
Cash and cash equivalents	\$	54,326	\$	70,975	\$	47,474			
Trade receivables, net	Ψ	60,420	Ψ	67,206	ψ	76,689			
		204,643		204,096		245,850			
Inventories, net									
Other current assets		47,329		38,014		41,560			
Total current assets		366,718		380,291		411,573			
Property, plant and equipment, net		40,521		47,394		60,920			
Deferred income taxes		13,372		12,347		27,020			
Other non-current assets		24,408		29,345		24,502			
Total assets	\$	445,019	\$	469,377	\$	524,015			
LIABILITIES AND EQUITY									
Current liabilities:									
Accounts payable	\$	19,902	\$	22,661	\$	13,607			
Accrued liabilities	Ψ	41,095	Ψ	35,161	Ψ	38,445			
	mariahla								
Deferred and current income taxes	payable	545		541		2,890			
Total current liabilities		61,542		58,363		54,942			
		10.000		10.000		10.000			
Long-term debt		10,000		10,000		40,000			
Deferred and non-current income ta	axes								
payable		8,013		7,874		810			
Other non-current liabilities		20,707		21,688		20,190			
Total liabilities		100,262		97,925		115,942			
Commitments and contingencies (N	Note 9)								
C X									
Equity:									
Preferred Stock, \$0.01 par value, 5	000 000								
shares authorized; no shares issued									
Common Stock, \$0.01 par value,		-		-		-			
÷	251 479								
100,000,000 shares authorized; 25, 25, 124,094 and 24,660,426 alternative and 24,660 alternative a									
25,134,084 and 24,660,436 shares	issuea,	050		051		0.45			
respectively	1	253		251		247			
Class A Common Stock, \$0.01 par									
30,000,000 shares authorized; 6,63									
6,634,319 and 6,634,319 shares iss	ued and								
outstanding, respectively		66		66		66			
Capital in excess of par value		139,229		138,076		133,145			
- *									

Retained earnings	235,391		265,856	310,285
Accumulated other comprehensive income	69,948		67,390	60,048
Treasury Stock, 7,176,267, 7,171,348 and				
6,832,725 shares, respectively, at cost	(102,131))	(102,071)	(97,418)
Total Movado Group, Inc. shareholders'				
equity	342,756		369,568	406,373
Noncontrolling interests	2,001		1,884	1,700
Total equity	344,757		371,452	408,073
Total liabilities and equity	\$ 445,019	\$	469,377	\$ 524,015

See Notes to Consolidated Financial Statements

MOVADO GROUP, INC. CONSOLIDATED STATEMENTS OF OPERATIONS (In thousands, except per share amounts) (Unaudited)

			ee Months Ended July 31,			Six Months Ended Jul 31,			
		2010	-	2009		2010	,	2009	
Continuing operations:									
Net sales	\$	85,388	\$	83,013	\$	158,192	\$	144,186	
Cost of sales		39,823		35,606		72,440		64,981	
		,		, í		,		,	
Gross profit		45,565		47,407		85,752		79,205	
Selling, general and									
administrative		46,607		42,942		90,249		83,540	
Operating (loss) / income		(1,042)		4,465		(4,497)		(4,335)	
								() /	
Interest expense		(676)		(2,172)	(1,348)		(2,716)	
Interest income		27		20		54		71	
(Loss) / income from continuing									
operations before income taxes		(1,691)		2,313		(5,791)		(6,980)	
Provision / (benefit) for income		(-,-,-)		_,		(-,.,-)		(0,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
taxes (Note 10)		375		881		792		(1,533)	
(Loss) / income from continuing								(-,)	
operations		(2,066)		1,432		(6,583)		(5,447)	
Discontinued operations:		(_,,		_,		(0,000)		(2,11)	
(Loss) from discontinued									
operations, net of tax (Note 2)		(17,703)		(1,709)	(23,675)		(4,743)	
Net (Loss)		(19,769)		(277)	(30,258)		(10,190)	
Less: (Loss) / income		(1),10))		(_,,	,	(00,200)		(10,1)0)	
attributed to noncontrolling									
interests		(15)		(44)	207		6	
		()		(/			-	
Net (loss) attributed to Movado									
Group, Inc.	\$	(19,754)	\$	(233)\$	(30,465)	\$	(10,196)	
010 up, 110	Ŧ	(1), (0.)	Ŷ	(200) 4	(00,100)	Ŷ	(10,1)0)	
(Loss) / income attributable to									
Movado Group, Inc.:									
(Loss) / income from continuing									
operations, net of tax	\$	(2,051)	\$	1,476	\$	(6,790)	\$	(5,453)	
(Loss) from discontinued	Ŧ	(_,)	Ŷ	1,170	Ŷ	(0,120)	Ŷ	(0,100)	
operations, net of tax		(17,703)		(1,709)	(23,675)		(4,743)	
Net (Loss)	\$	(19,754)		(233		(30,465)		(10,196)	
	Ŷ	(1),101)	Ŷ	(200	γΨ	(20,100)	Ψ	(10,170)	
Basic (loss) / income per share:									
Zuste (1955), meome per share.		24,747		24,505		24,709		24,485	
		21,717		21,505		21,707		21,105	

Weighted basic average shares								
outstanding								
(Loss) / income per share from								
continuing operations attributed								
to Movado Group, Inc.	\$ (0.08)	\$ 0.06		\$ (0.27)	\$ (0.22)
(Loss) per share from								
discontinued operations	\$ (0.72)	\$ (0.07)	\$ (0.96)	\$ (0.19)
Net (loss) per share attributed to								
Movado Group, Inc.	\$ (0.80)	\$ (0.01)	\$ (1.23)	\$ (0.42)
Diluted (loss) / income per								
share:								
Weighted diluted average shares								
outstanding	24,747		24,505		24,709		24,485	
(Loss) / income per share from								
continuing operations attributed								
to Movado Group, Inc.	\$ (0.08)	\$ 0.06		\$ (0.27)	\$ (0.22)
(Loss) per share from								
discontinued operations	\$ (0.72)	\$ (0.07)	\$ (0.96)	\$ (0.19)
Net (loss) per share attributed to								
Movado Group, Inc.	\$ (0.80)	\$ (0.01)	\$ (1.23)	\$ (0.42)
1 /		1	×	ĺ	× .			

See Notes to Consolidated Financial Statements

MOVADO GROUP, INC. CONSOLIDATED STATEMENTS OF CASH FLOWS (In thousands) (Unaudited)

	Six Mont 2010	hs En	ded July 3 2009	
Cash flows from operating activities:	th (20.050	>	Φ (10 100	• •
	\$ (30,258) :	\$ (10,190))
Adjustments to reconcile net loss to net cash used in				
operating activities:	22 (75		1 = 10	
Loss from discontinued operations	23,675		4,743	
Depreciation and amortization	7,221		7,931	
Deferred income taxes	(827)	(9,394)
Provision for losses on accounts receivable	613		737	
Provision for losses on inventory	1,453		318	
Stock-based compensation	796		1,440	
Excess tax from stock-based compensation	-		182	
Changes in assets and liabilities:				
Trade receivables	6,117		1,848	
Inventories	(9,538)	(11,439))
Other current assets	(9,298)	8,850	
Accounts payable	(2,704)	(7,029)
Accrued liabilities	6,540		(6,791)
Current income taxes payable	-		3,627	
Other non-current assets	3,665		1,551	
Other non-current liabilities	659		(2,060)
Net cash used in operating activities from continuing				
operations	(1,886)	(15,676	5)
Net cash used in operating activities from discontinued				
operations	(10,804)	(2,931)
Net cash used in operating activities	(12,690)	(18,607	')
				ĺ.
Cash flows from investing activities:				
Capital expenditures	(3,165)	(2,901)
Trademarks	(114)	(237)
Net cash used in investing activities from continuing	,	,	,	,
operations	(3,279)	(3,138)
Net cash used in investing activities from discontinued				
operations	(100)	-	
Net cash used in investing activities	(3,379)	(3,138)
		,		
Cash flows from financing activities:				
Proceeds from bank borrowings	30,000		50,998	
Repayments of bank borrowings	(30,000)	(66,000))
Stock options exercised and other changes	299		46	.)
Excess tax from stock-based compensation	-		(182)
Financing fee	-		(2,451)
Dividends paid	_		(1,220)
Dividendo pula			(1,220	,

Not each provided by / (used in) financing estivities		
Net cash provided by / (used in) financing activities		
from continuing operations	299	(18,809)
Net cash provided by / (used in) financing activities		
from discontinued operations	-	-
Net cash provided by / (used in) financing activities	299	(18,809)
Effect of exchange rate changes on cash and cash		
equivalents	(879)	1,407
Net decrease in cash and cash equivalents	(16,649)	(39,147)
Cash and cash equivalents at beginning of period	70,975	86,621
Cash and cash equivalents at end of period	\$ 54,326	\$ 47,474

See Notes to Consolidated Financial Statements

MOVADO GROUP, INC. NOTES TO CONSOLIDATED FINANCIAL STATEMENTS (Unaudited)

BASIS OF PRESENTATION

The accompanying unaudited consolidated financial statements have been prepared by Movado Group, Inc. (the "Company") with information derived from the consolidated financial statements included in the Company's fiscal 2010 Annual Report filed on Form 10-K. In the opinion of management, the accompanying consolidated financial statements reflect all adjustments, consisting of only normal and recurring adjustments, necessary for a fair statement of the financial position and results of operations for the periods presented. These consolidated financial statements should be read in conjunction with the aforementioned Annual Report. Operating results for the interim periods presented are not necessarily indicative of the results that may be expected for the full year.

On May 27, 2010, the Company announced that its subsidiary, Movado Retail Group, Inc., was closing its Movado boutique division during its second quarter ending July 31, 2010. All of the Movado boutiques were located in the United States. Beginning in the second quarter of fiscal 2011, the financial results of the boutiques are being reported as discontinued operations and presented in a separate section on the face of the Consolidated Statements of Operations and the Consolidated Statements of Cash Flows for all periods presented.

NOTE 1 - RECLASSIFICATIONS AND REVISIONS

Certain reclassifications were made to prior year's financial statement amounts and related note disclosures to conform to the fiscal 2011 presentation. During the first half of fiscal 2010, the Company had accounted for certain items within inventory and cost of sales which resulted in an overstatement of gross profit by \$1.0 million and \$2.3 million for the three months and six months ended July 31, 2009, respectively. Such amounts were not material to the previously issued financial statements. As a result, the Company has revised the July 31, 2009 financial statements for the overstatement of gross margin and its related tax effects.

NOTE 2 - DISCONTINUED OPERATIONS

The Company closed its Movado boutique division effective the second quarter of fiscal 2011. As a result of that action, the Company is reporting the Movado boutiques' financial activity as discontinued operations for all periods presented.

The following is a summary of the operating results of the Company's discontinued operations:

	Three M	onths Ended Ju	ıly 31, 2010	Three Months Ended July 31, 200				
	Net	Pretax	Net	Net	Pretax	Net		
(In thousands)	Sales	Loss	Loss	Sales	Loss	Loss		
Movado Boutiques	\$8,168	\$17,703	\$17,703	\$6,688	\$2,356	\$1,709		
	Six Mo	Six Months Ended July 31, 2010		Six Months Ended July 31, 2009				
	Net	Pretax	Net	Net	Pretax	Net		
(In thousands)	Sales	Loss	Loss	Sales	Loss	Loss		
Movado Boutiques	\$14,252	\$23,675	\$23,675	\$13,090	\$6,004	\$4,743		

For the three months ended July 31, 2010, the Company had no tax provision for its discontinued operations. For the three months ended July 31, 2009, the Company recorded a tax benefit of \$0.6 million related to discontinued operations. The effective tax rate for the three months ended July 31, 2009 was 27.5%.

For the six months ended July 31, 2010, the Company had no tax provision for its discontinued operations. For the six months ended July 31, 2009, the Company recorded a tax benefit of \$1.3 million related to discontinued operations. The effective tax rate for the six month period ended July 31, 2009 was 21.0%.

As a result of the Movado boutiques closing, the Company recorded \$20.0 million of expense reserves primarily for occupancy charges, asset impairments, inventory reserves and severance. The Company expects that, with the exception of inventory reserves, the majority of the remaining liabilities will be paid by fourth quarter of fiscal 2011.

A summary rollforward of costs related to the closing of the Movado boutiques is as follows (in thousands):

							A	ccrued
	Fi	scal					ba	lance at
	20	011	Cash		Non-cash		J	uly 31,
	cha	arges	pa	yments	adj	ustments		2010
Occupancy charges (1)	\$ 1	2,915	\$	(12,576)	\$	1,284	\$	1,623
Asset impairments	3	,432		-		(3,432)		-
Inventory reserves	1	,892		-		-		1,892
Severance	1	,756		(446)		-		1,310
Total	\$ 1	9,995	\$	(13,022)	\$	(2,148)	\$	4,825

(1) Occupancy charges include expenses for lease buyouts, moving and legal expenses and reductions for the reversal of deferred rent accruals.

NOTE 3 – FAIR VALUE MEASUREMENTS

As of February 1, 2008, the Company adopted accounting guidance related to fair value measurements for financial assets and liabilities that are recognized or disclosed at fair value in the Company's consolidated financial statements and on February 1, 2009, the Company adopted fair value measurements for non-recurring financial assets and liabilities. The adoption did not have a material effect on the Company's consolidated financial statements. The guidance defines fair value, establishes a framework for measuring fair value, and expands disclosures about fair value measurements. Fair value is defined as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. The guidance establishes a fair value hierarchy which prioritizes the inputs used in measuring fair value into three broad levels as follows:

- Level 1 Quoted prices in active markets for identical assets or liabilities.
- Level 2 Inputs, other than the quoted prices in active markets, that are observable either directly or indirectly. Level 3 - Unobservable inputs based on the Company's assumptions.

The guidance requires the use of observable market data if such data is available without undue cost and effort. The Company's adoption of the guidance did not result in any changes to the accounting for its financial assets and liabilities. Therefore, the primary impact to the Company upon its adoption of this guidance was to expand its fair value measurement disclosures.

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The following table presents the fair value hierarchy for those assets and liabilities measured at fair value on a recurring basis as of July 31, 2010 (in thousands):

	Fair Value at July 31, 2010							
	Level 1	Level 2	Level 3	Total				
Assets:								
Available-for-sale securities	\$ 211	\$ -	\$ -	\$ 211				
SERP assets - employer	470	-	-	470				
SERP assets - employee	13,677							