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What are some key milestones that demonstrate your company's adaptability in recent years?

Fossil continues to evolve with consumer trends and cultural shifts. In 2025, we announced Nick Jonas as our global brand ambassador. In 2024, we deepened our Michael Kors partnership with a limited-edition Anushka Sharma watch for India. Our focus styles for Mother's Day and Valentine's Day this year saw strong performance, resonating deeply with our audience.

Our adaptability is reflected in successful limited-edition collaborations with iconic franchises like Minecraft, DC (featuring Superman and Batman), Disney (including Mickey Mouse), Star Wars, Harry Potter, and Space Jam, blending storytelling with design to reach diverse audiences. In 2025, Fossil expanded into gaming and youth culture with a bold Minecraft collection. The brand's innovation was further recognized when the

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Raquel Watch Ring won "**Fashion Jewelry of the Year**" award at the **INHORGENTA AWARD**

2025. Looking ahead, we remain committed to strategic partnerships and design-led innovation that keep Fossil stylish, collectible, and culturally relevant.

What strategies has your company employed to access new markets, both domestically and internationally, to fuel expansion?

To access new markets and fuel expansion, Fossil has adopted a dual strategy focused on strengthening its retail footprint and digital community building.

In India, we've accelerated store expansion through franchise-led POS formats, with a focus on high-potential Tier 2 and Tier 3 cities. This helps us tap into evolving demand beyond metros and grow our presence in underpenetrated markets.

Simultaneously, we're leveraging digital media to connect with style-conscious, digitally native consumers. Our campaigns around cultural moments like Mother's Day and Father's Day are amplified through hyper-localised social content, influencer partnerships, and curated experiences that resonate deeply with audiences.

We will continue scaling this omnichannel approach to strengthen our brand presence and connect with evolving consumers worldwide.

What is your company's outlook for the next 3-5 years?

Over the next 3-5 years, Fossil aims to strengthen its global presence through innovative collections that blend timeless design with contemporary style. We're excited to collaborate with global icon Nick Jonas on a major campaign that will bring a fresh, fashion-forward energy to the brand and broaden our appeal.

Our focus will remain on curating trend-led collections, hosting cultural events, and building stronger partnerships with retailers and influencers to deepen market reach. In India, we're committed to expanding our footprint, especially in tier 2 and 3 cities, through new store openings.

Fossil has consistently adapted to the evolving fashion and lifestyle landscape - introducing shaped silhouettes and unconventional timepieces that resonate with the style-conscious consumer – and will continue to do so with the same forward-thinking approach.