

At the Basel Fair – With a strong new product presence again this year, Concord, Movado and MGI's other brands capitalized on a major selling opportunity at the industry's largest international trade event, the 2001 Basel World Watch, Clock and Jewellery Show.



On the worldwide web – Concord is expanding the exposure of its "be late" lifestyle campaign by extending its 'time is a luxury' appeal to computer-savvy consumers via www.concord-watch.com, the brand's newly launched web site.