



Let's celebrate
**INTERNATIONAL
WOMEN'S DAY**



In honor of International Women's Day, Fossil is proud to celebrate women-owned small businesses that inspire, ignite creativity, and empower the next generation of entrepreneurs and 'she-ders'.

Throughout the month of March, Fossil will feature women-owned businesses from around the world. Customers and followers can learn more about these inspiring women as well as shop new pieces in an exclusive collection of goods launching in March, including two limited-edition watches, mugs, bandanas and prints designed by artist Steffi Lynn of Have A Nice Day. The collection will also include a limited run of canvas totes and hand-painted bags by Arianna Margulis of But Like Maybe. Hardcover editions of Arianna's book, *But Like Maybe Don't?*, will also be available. Each piece in the collection not only encapsulates each woman's individual artistic style, but also conveys powerful messages to women and aspiring business owners.



Steffi Lynn Tsai first created her business, Have A Nice Day, because of her love of product design that sparks positivity and makes people smile. As a result, her work is filled with quirkiness, color and character. She is driven to take normal scenes and moments and make them playful, exciting and enticing. Since the inception of Have A Nice Day, she has spread this positivity across the country and world through her collection of accessories, home goods and digital work. Steffi is continuously inspired by everyday things, reactions and feelings, and simple imagery from her imagination or nature.





Arianna Margulis, the cartoonist and author, first began doodling about her day-to-day dramas on the floor of her studio apartment and decided to expose her innermost feelings to the world. Thus @butlikemaybe the girl cult Instagram, was born. From painting street-sized murals and major brand collabs to enacting revenge on ex boyfriends, her imaginary best friend has created a world of opportunity she never thought possible. Most importantly her drawings have given her (and new friends from all over the world) confidence, motivation, and self love. Armed with a sharpie and fueled by margaritas, she's ready to remind you that you're never alone.

In addition to the celebration of International Women's Day, Fossil Group is dedicated to providing opportunities for all to learn, lead, and succeed. Fossil Foundation is proud to continue our participation in Kiva's HerROI initiative through the 2021 #InvestInHer Campaign, which supports investment in female business owners around the globe. To date, Fossil Group's contributions have directly impacted investments in nearly 30,000 female entrepreneurs across 53 countries.

Visit [Fossil.com](https://www.fossil.com) and follow @fossil to learn more about these women-owned businesses and shop their products. For our ongoing commitment to women and the next generation of powerful women, please visit [FossilFoundation.org](https://www.fossilfoundation.org).