



THE INVICTA BRAND was founded in 1837 and then re-established by the family in 2002 with the launch of the now wildly popular Lupah. In less than a decade, we have grown to encompass over 20 diverse different collections.

Invicta has set a timing precedent as masters of case complications. We have taken the meticulous art of case construction to new levels. The expertise and execution in design and case construction is intrinsic to our innovative reputation and style.

WELCOME TO INVICTA

View the catalog.

FEEL THE BLISS

And view the Invicta Jewelry catalog.

DRAW YOUR HEART

View the Invicta Writing Instruments catalog.

JASON TAYLOR FOR INVICTA

View the catalog.



UTILIZING HIGH-QUALITY MATERIALS, generally found only in high-priced brands, Invicta generated tremendous intrigue winning over enthusiasts and retailers while confounding competitors. From skeletonized movements to a unique gold layering technique to exceptional construction, Invicta has become one of the most technically capable watchmakers in the world.





OUR EVOLVING STANDARDS along with original concepts and execution in design are intrinsic aspects to the range of capability demonstrated in the performance and look of each watch. With more than 20 collections, Invicta is fully equipped to suit the most particular and diverse of tastes. With such a selection, we always aim to achieve creative and technical revelations from different points of view. Our collections embody an accomplished collective of engineering and design.



MEET THE INVICTA MISFITS

View the Invicta Artist Series Misfits catalog.

OPEN YOUR EYES

View the Invicta Eyewear catalog.

GET SOME CLARITY

View the Invicta Prescription Eyewear catalog.

WRAP YOURSELF

View the Invicta Men's Jewelry catalog.



**WINNER
OF THE 2013**

reddot design award

It's official.



INVICTA
SUBAQUA
BEST UNDER PRESSURE

THIS YEAR WE WERE HONORED

with the internationally prestigious Red Dot Award in Product Design for the Invicta Subaqua NOMA V. A true reflection of the Invicta brand, this timepiece faced off against over 1,800 manufacturers, designers and architects from 54 countries. The jury, comprised of 37 top ranking professionals, mindfully tested and evaluated 4,662 works in order to reach their conclusions.

The Red Dot Award is an internationally recognized quality seal for excellence in aesthetic forms and timeless trends. Only the finest and most innovative products are bestowed with this distinguished and coveted award.



THE INVICTA
SUBAQUA NOMA V
CELEBRATED MASTERY

MODEL 12866

THE
SUBAQUA
RESERVE
COSC



It's official,
a phenomenon
has arrived.

THE SUBAQUA
RESERVE
BLACK LABEL

Dominant
Mastery:
Can You
Handle It?



THE SUBAQUA
NOMA V
WINNER OF
THE 2013



reddot design award



THE SUBAQUA
NOMA III
ANATOMICS

Here, now.
Question is,
can you
handle it?





**reddot design award
winner 2013**

The award "Red Dot" for high design quality, expressing innovation in form and function in an exemplary manner, is presented to:

Die Auszeichnung „Red Dot“ für hohe Designqualität, die in beispielhafter Weise Innovation in Form und Funktion ausdrückt, wird verliehen an:

Invicta Subaqua NOMA V
Timepiece
Chronometer

Manufacturer
Invicta Watch Company of America,
Hollywood, USA
In-house design
Eyal Lalo

Essen, 1 July 2013

Vivian Wai-kwan Cheng
Hong Kong

Prof. Herman Hermesen
Arnhem, Netherlands

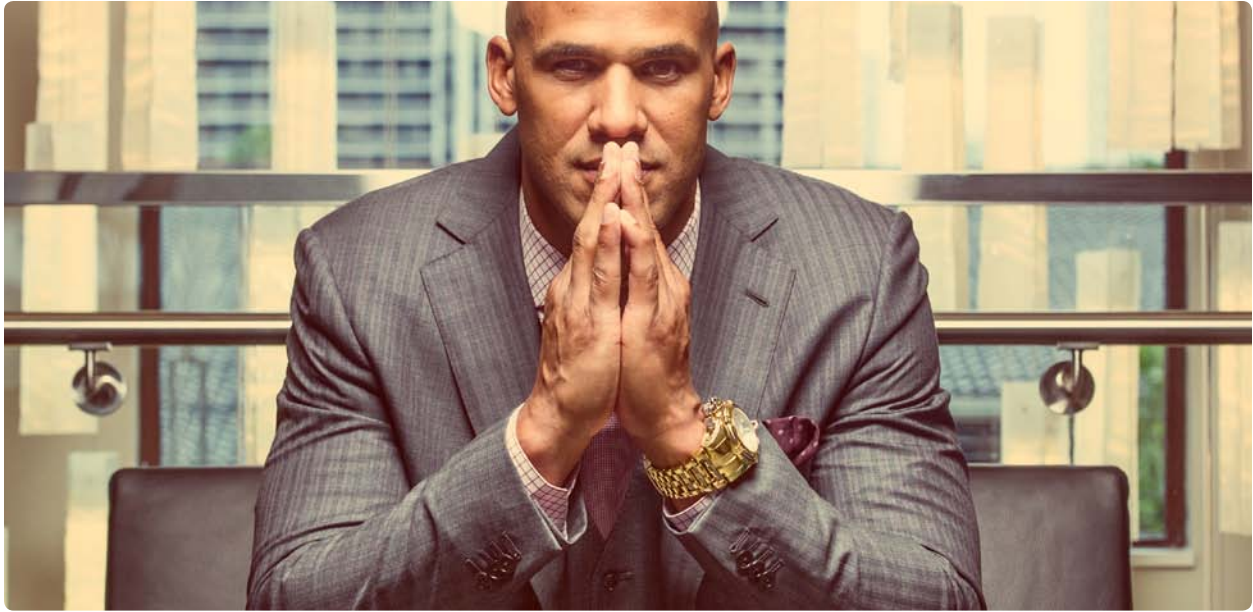
Prof. Dr. Florian Hufnagl
Munich, Germany

Prof. Dr. Peter Zec
Initiator & CEO Red Dot Design Award
Essen, Germany



WHILE REFLECTING THE CREATIVE NATURE OF THE INVICTA BRAND, we also keep our marketing fairly straightforward, focusing on the most important aspect of Invicta: the watches. We ensure that our marketing represents the vitality behind our ongoing product development. Because of our belief in our timepieces, we allow those and our other collections to speak for themselves thereby effectively engaging directly with our consumers.





WE HAVE ENJOYED CELEBRITY ENDORSEMENTS and our most notable is, the Jason Taylor for Invicta collection. The collaboration between Invicta and Jason Taylor has resulted in a captivating range of options for the discerning customer that has enhanced our collection base. This collection is Limited Edition and offers reimagined concepts in timekeeping created by Jason Taylor and the Invicta design team. New designs, as well as existing masterpieces have been carefully selected and modified by Jason to capture his unique style and aesthetic.

**THE INVICTA SPECIALTY
BLACK DIAMOND RESERVE**
JASON TAYLOR LIMITED EDITION

MODEL 12957
SWISS AUTOMATIC CHRONOGRAPH
25 JEWELS
52MM Ø CASE
46 DIAMONDS SET IN BEZEL
SOLID STAINLESS STEEL
TRITNITE LUMINOUS HANDS & INDEXES
EXHIBITION CASE-BACK
WATER RESISTANT TO 500 METERS

JASON TAYLOR FOR INVICTA
Reimagined timing acquisitions.

JASON TAYLOR FOR INVICTA
Reimagined timing acquisitions.

JASON TAYLOR FOR INVICTA
Reimagined timing acquisitions.

THE CORDUBA JASON TAYLOR LIMITED EDITION
Harness the moment; dominate the expanse of time.



DUE TO THE UNIQUE NATURE OF THE BRAND Invicta is not in direct competition with other brands and therefore successfully occupies an exclusive market segment in the industry. As we are privately owned, our approach is very hands-on, very interactive with our customers. We make a point of providing service to all our customers that offer the extra personal touch.


While men are perhaps our largest customer base, we enjoy a dedicated following of all ages and both genders. Our price-point range along with our expansive selection, appeals to consumers across all demographics.




THE INVICTA APP FOR IPHONE
 Download it now and discover all the virtual possibilities.




INVICTA WATCH CALENDAR 2013
 Download your new Invicta calendar.



THE MOVEMENT NEWSLETTER
 Now is the time, sign up for all official Invicta news.



MIX & MATCH
 View the Activa catalog.





IN A SPIRIT DEFINED ONLY BY INVICTA WATCH, technical achievement expressed through ingenious design, seamlessly turns fans into dedicated collectors. Over half of Invicta consumers own 10 or more Invictas while we gain over 100,000 new such collectors annually. Because of this growth and the excitement generated amongst our collectors, we have created the Invicta Collectors Club.

The Invicta Collector's Club offers the loyal treatment for our most dedicated collectors. When a collector joins, they receive a sought after favorite, the Invicta High Impact Dive Case as well as access to special promotions designed specifically with our members in mind.



THE PRO DIVER AUSTRALIAN AUTOMATIC
New currents in detailed timing.

THE RESERVE NEKTON SPORT
Refinement and fortitude in perfect symmetry.

THE BOLT ZEUS
A timepiece worthy of the Gods.

GET YOUR WINGS



Invicta Watch on Facebook

Total Likes

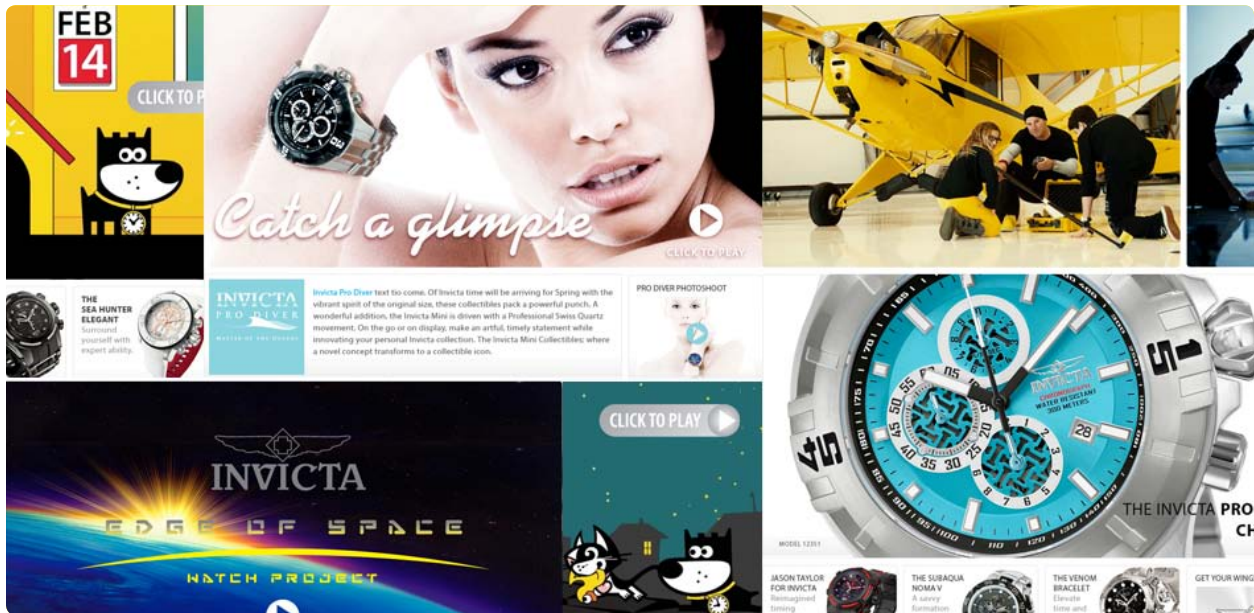
Weekly Total Reach

55,170

82,272



SOCIAL MEDIA HAS PROVEN to be a dynamically diverse platform for Invicta. By mindfully connecting with our customers and collectors on a daily basis and encouraging their engagement with one another, we enjoy a tremendous, interactive fan base on Facebook. With currently over 55,000 fans and growing every day. We also continue to build our profile on Pinterest, Instagram and through our newsletter, The Movement.



Invicta wants to connect!

Join our Facebook Page, Invicta Watch. Here you will have access to moment to moment updates, short films featuring the latest and greatest, as well as information on our newest models; and pop creative Invicta contests found only on the Invicta Watch Facebook Page.

We look forward to seeing you there.



THE MOVEMENT

TURNING THE BALANCE OF POWER WITH

INVICTA

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THE MOVEMENT

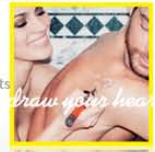
newsletter keeps the Invicta community up-to-date with all of the latest happenings and product releases. The online publication has become a consumer favorite with fans consistently subscribing at an accelerated rate. Here we feature all new collection releases, company initiatives, and any information regarding live events, sales or special promotions.



Download the new Invicta Writing Instruments Catalog and discover what can be at your fingertips. Designed and made in Italy, aspects of the Invicta watch collections can be found in each carefully crafted Invicta Writing Instrument. The distinct and stylish pens offer the same key design elements and materials that are utilized in the watch collection they were originally inspired by. A perfect compliment to your Invicta timepiece, the Invicta Writing Instruments provide a sophisticated touch to the everyday routine.

DRAW YOUR HEART

And view the Invicta Writing Instruments catalog.



INVICTA ANGEL DREAM
A heavenly wave radiating elegance.



INVICTA RESERVE MURANO
The unique inspiration of Venetian art at your fingertips.



INVICTA SEA HUNTER MAKO
A sharp instrument for cutting edge ideas.



INVICTA RUSSIAN DIVER QUINOTAUR
Ocean friendly and perfectly buoyant.



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INVICTA
EYEWEAR
MADE IN ITALY

Download the newly released Invicta Eyewear Catalog and explore all the possibilities to enhance your viewpoint.

From lens to frame, Invicta Eyewear is designed and made in Italy. Crafted with an innovative use of the highest quality materials currently available, the many styles of Invicta Eyewear expertly captures the very essence of vision.

OPEN YOUR EYES

And view the Invicta Eyewear catalog.



INVICTA AVIATOR VFR
Soar under Visual Flight Rules.



INVICTA S1 TSUNAMI
A bold character.



INVICTA ANGEL PIXIE
Stop looking and start seeing



INVICTA CORDUBA COSMOS
Gaze through harmony



Invicta wants to connect!

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We look forward to seeing you there.





TECHNICAL ACHIEVEMENT expressed through ingenious design is where, we believe, our appeal resides. Because of our scope, we are able to provide exceptional timepieces for customers and collectors at any price-point. Invicta focuses on surpassing industry expectation, delivering watches that continue to make an important impact on the world of time.



INVICTA RUSSIAN DIVER QUINOTAUR
Ocean friendly and perfectly buoyant.

AKULA RESERVE SCOPE
The better to envision each possibility.

THE COALITION FORCES TRIGGER
The mastery of a direct hit.

INVICTA JEWELRY
From Italy, with love.