



welcome to

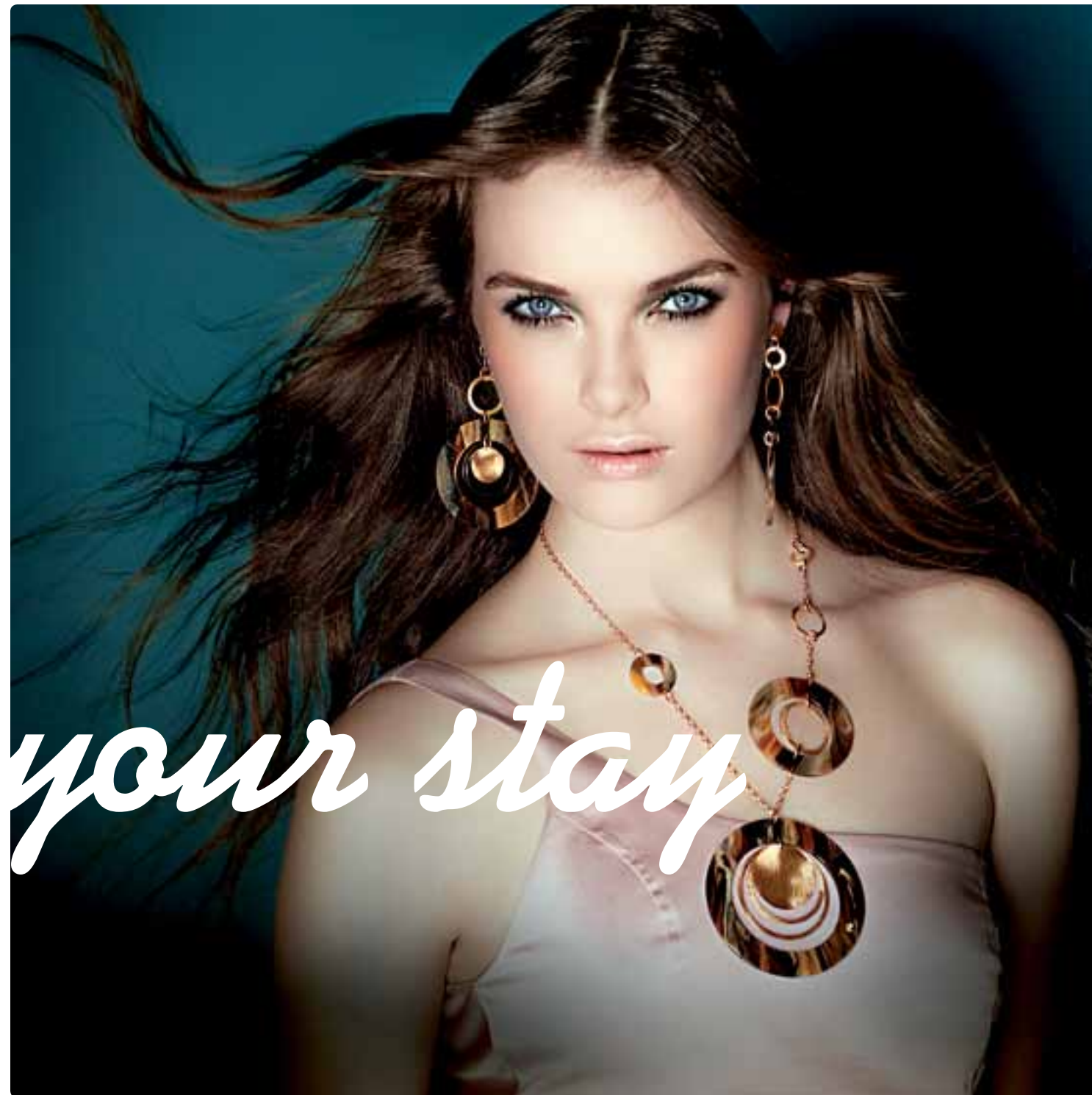
INVICTA



enjoy your stay

INVICTA
AVIATOR
FLIGHT TIME PRECISION APPROACH

Invicta Aviator has been cleared for takeoff. Ready to roll with full throttle, carrying designs honoring aeronautical graphic history, each timepiece is a delicate machine waiting for its pilot in command. Whether a short trip, or a life long journey, the Invicta Aviator is your first instrument on land or while cruising the skies.



Latin for "Invincible," Invicta was founded in La Chaux-de-Fonds, Switzerland by Raphael Picard. Picard had the radical notion that fine Swiss timepieces could be offered at modest prices. In 1837 Invicta began handcrafting its first watches and for well over a century this diligent company created manual and automatic winding pieces of exceptional design and construction. Like so many Swiss names of its day, the brand all but disappeared during the quartz invasion of the early 1970's.



In early 2000 Invicta's non-conformist attitude worked its way into the design of the Lupah Swiss Chronograph. The Lupah became an overnight sensation coveted by collectors and fashionistas alike! Today the Lupah family has expanded to suit the varying taste and palette of both the ladies and the gents. With the success of the Lupah, Invicta began to broaden its horizons and introduce new models of varying capabilities, styles, sizes, and cutting-edge designs.

In 1991 the descendants of the Invicta family re-established the brand holding firm to Picard's founding principle. With rebellious zeal they quickly recognized that Invicta could provide the long ignored, sizeable segment of the watch buying public with unprecedented access to the fine Swiss quality they fervently sought at prices well within their reach. Still privately owned and operated Invicta has powered forward with Picard's maverick spirit and the once small company has grown into a dynamic force worshipped by collectors but feared by the watch-making industry.



Greetings from Hollywood

As Invicta's scope widened so to did the company's watch making prowess with the development of its own movement calibers, the Technica Swiss Ebauche. In accordance with its growth Invicta moved its key productions from Chiasso to its new facility in L'Abbaye, Switzerland. New complications were also achieved, as were advances in the company's renowned quality control process.



With such a spectacular burst onto the scene, The Invicta Watch Group sparked a movement turning the balance of power within the watch industry. 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.

What began with the bold Lupah has grown to encompass a range of models so diverse they demanded their own identities! Today the watches comprise 30 distinctive, compelling collections. The Invicta Pro Diver has rightly garnered a cult like status and favorites such as the Corduba, Russian Diver and Force to name but a few, continue to dominate the market with incomparable daring and mastery.

Over the past several years, the Invicta Reserve collection has upped the ante for those discerning, dedicated collectors. These timepieces brightly shine and are appreciated in the finest of jewelry houses across many lands and oceans. The expert ability in creating luxury watches not only solidifies the absolute perfection of Invicta's craft but has also cemented Invicta's place within every facet of watch making.



In re-inventing its past to accommodate the present, The Invicta Watch Group proudly offers one of the most vividly dynamic and accomplished collections on the market. And with each new introduction, Invicta proves time and again that you don't have to be privileged to enjoy the privilege of caliber and standards.





The exceptional taste and distinguished palette of the connoisseur will discover timeless pleasure within the Invicta Reserve Collection. Specially developed for those in the know, Reserve is a reinvention of the superb to create the ultimate in horological finery. These timepieces represent a pinnacle in superiority for the discerning aficionado.

Originally created to honor the 1959 watch commissioned by the Russian Naval Fleet, Invicta's Russian Diver demands attention. Striking in size, these models are the very definition of bold. Evolving to accommodate demand, these patented designs include models fit for a woman's bidding. Scaling the heights of adventure or arriving for dinner, the Russian Diver is never in doubt and will always be at the ready to fulfill any mission.





The vast power of the Akula claims notoriety. This master is armed with impenetrable casing and gains notoriety with the magnitude of its power. The Akula forged its mighty way forward, loaded with the capacity and looks to fully submerge into the depths and caverns of time.

A masterpiece in timing has joined the ranks of the Pro Diver collection, the Invicta Sea Hunter. Prominently sized and ready to face the deepest depths, the Invicta Sea Hunter arrives with a purpose prepared to handle any level of intensity. Not for the faint of heart, the fierce volume and capability of the Sea Hunter pushes past barriers delivering an unparalleled standard.





INVICTA
VENOM
The envy of others.

A timepiece of such magnitude in function, fluidity and design can only be the infamous Invicta Venom. Certain to be the primary focus at any occasion, this collection is designated to strike for true greatness. Solid configurations of potency propel the Invicta Venom into formidable capability. A natural flow of ingenious architecture and design creates the greatest impact time has to offer.



Led with expert engineering, no feat or occasion will ever be too great for Invicta's Subaqua to handle. The sheer magnitude of this mighty timepiece is superbly executed. Surgical-grade stainless steel, Swiss movements, managing up to 500 meters of water, finished off with a unidirectional rotating bezel, and integrated shock resistance- the Invicta Subaqua is the diver definitive in negotiating any adventure by land or by sea.

INVICTA
SUBAQUA
BEST UNDER PRESSURE



Covert operations are revealed as Invicta's stealth Coalition Forces steps into the fore. Conditioned to handle the most sophisticated of endeavors, the Coalition Forces are at the ready, available for the day-to-day maneuvers to come. Emboldened with the attributes of true leadership, the Coalition Forces reach the front line with a range of tactics turning time into a multi-faceted vision quest.

To cruise in the fast lane means to live in a world where a moment in time can determine ultimate glory. The Invicta S1 is a qualified champion complete with an automatic drive and style all its own. The deft S1 will clock life's mileage both off and on the track.





A targeted goal has been realized; boundaries have been surpassed. Utilizing ingenious resources from various factions, The Invicta Arsenal Collection offers highly specialized timepieces designed for operational objectives. Arsenal is fully charged with all the luminous mechanisms required for absolute achievement. In shaping elite strategies the Invicta Arsenal Collection elevates timing to a tactical greatness.



With sharpness in attitude and ability, the Invicta Bolt is a mastermind of dominance. Perfectly synchronized movements, complex casing engineering and signature rope jewelry design fastened around the bezel make a lasting impression. Variations in materials and finishes provide a range of options to suit any taste. The Invicta Bolt, an uncompromised statement in accomplished time-keeping where power becomes harmonized motion.





Erni Vales for Invicta artist



INVICTA
ARTIST SERIES

Famed graffiti artist Erni Vales lends his mad skills and compelling vision to the Invicta Artist Series. These Limited Edition timepieces feature three of Vales' works: "Lace Twin," "Leather Twin," and "Panda Suit." Vales brings his vibrant point of view to the face of the Invicta Artist Series.



made in Italy



INVICTA
WATCH
ACCESSORIES
MADE TO CARE

Invicta's Watch Accessories are geared to keep your timepieces in expert working order. The Accessories line includes; the sturdy Invicta Collector Box offering sound protection either at home or on the go, a comprehensive tool kit, the SPIN-R Winder, and the Invicta band adjusting tool perfect for finding the right fit. Protect and maintain your keepers of time with the Invicta Watch Accessories Line.



made in Italy *made in Italy*



Invicta Jewelry Made in Italy transform the everyday into an assortment of artful variations. The intricate craftsmanship captures the nuance and refined nature of a distant land. The detailed pieces embody a complexity of form and structure, making Invicta Jewelry stunning as well as versatile. Rich compositions add a touch of luxury perfectly tuned to accessorize life's occasions.





made in Italy



From the very foundation of the Invicta watch collections, the Invicta Writing Instruments emerge. Aspects of each Invicta collection are now interpreted into distinct and stylish pens. Appointed with the same key design elements and materials, these writing instruments compliment the watch collection it was inspired by, providing a fashionable touch to the everyday routine. Extending innovation and leaving a lasting impression, the spirit of Invicta is now at your fingertips.



made in Italy



Taking cues from our watch collections, Invicta Eyewear translates those notable qualities into stylish and sophisticated Italian made sunglasses. Designed and made in Italy with an innovative use of remarkable materials, the many styles of Invicta Eyewear elegantly capture the very essence of Invicta. Transform your vision and frame the day with Invicta Eyewear.



Jordyn Sparks . Recording artist



Darnell Dockett . Arizona Cardinals



Jason Witten . Dallas Cowboys



Tim Tebow . NY Jets Quarterback



Danario Alexander . St. Louis Rams



DeMarco Murray . Dallas Cowboys



Aldon Smith . San Francisco 49er's



fans & heros

A journey of unimagined substance and innovation awaits the Invicta watch collector. With over 20 collections from which to select, the world of Invicta delivers the ultimate in technical achievement along with a diversity in style unmatched in today's market. Cutting-edge craftsmanship expressed through ingenious designs has seamlessly turned fans into dedicated collectors.



pack your bags!

The Invicta collector can build a bold, diverse collection comprised of the optimum in technology and design in a spirit defined only by Invicta.




INVICTA
Smarter by the Second.

Always on a mission to advance and perfect, Invicta continually pushes past barriers delivering watches that have made Invicta the masters of case complications and a dream come true for the collector. The engineering and design elements that go into each case must integrate flawlessly with the movement powering the watch that is inside that case. In essence, the more complications, the more difficult it is to design and assemble a timepiece but Invicta has taken this art to a masterful level bringing forth timepieces of inspired exception. The expert, hands-on, detailed approach to watch-making is an intrinsic aspect to the range of capability and case complication demonstrated in each Invicta timepiece.

HOROLOGY 101

A REDUCED VOCABULARY OF HOROLOGY TERMINOLOGY

Horology is the fine art of making timepieces. It's one of the world's classic professions. To fully appreciate this time-honored craft, and the precision instruments it produces, it is essential that every watch connoisseur know a thing or two about timepieces.

Mechanical Watch: A mechanical watch has no battery, yet is more than accurate enough for daily use. In fact, a good mechanical watch is often more accurate over a short period of time than a quartz watch. Mechanical watches are very durable, and often become heirlooms that are handed down from generation to generation.

Automatic Watch: An automatic watch is a mechanical watch that is self-winding. The movement of your wrist and body causes the rotor, (a weight attached to an automatic winding mechanism), to wind up the watch. An automatic watch needs no battery, but will stop if not worn for over a day, or if you have been physically inactive for an extended period of time.

Should this happen, wind the crown ten times clockwise to start the watch and give it some reserve power. Set the time and date and place it on your wrist. It is also recommended that an automatic watch be housed in a watch winder box.

Chronograph: A chronograph is a timepiece that also operates as a stopwatch. It permits the measurement of a desired interval time, and features start/stop/reset functions. An Invicta chronograph can measure time within intervals of 1/60 of a second.

Chronometer: Originally defined as a watch used for navigation, today a Chronometer is thought of as a highly precise piece, rated in different temperatures and positions that has obtained an official rating certificate by the COSC (Côntrôle Officiel Suisse des Chronomètres).

Jewels: Jewels are the ruby stones that a watch's gears turn on to protect the metal parts from grinding together. Most Invicta automatic watches feature a 21 jewel movement.

Bezel: The bezel is the outer ring of the case that holds the crystal in place. Many sport watches feature bezels that rotate to allow divers to safely measure how long they've been under water.

Tritnite®: Tritnite is a luminous material developed by Invicta in Switzerland. It is a high quality product that allows hands and markers covered with it to glow for an extended period of time. When exposed to regular daylight, it will hold its glow for about 20 hours.

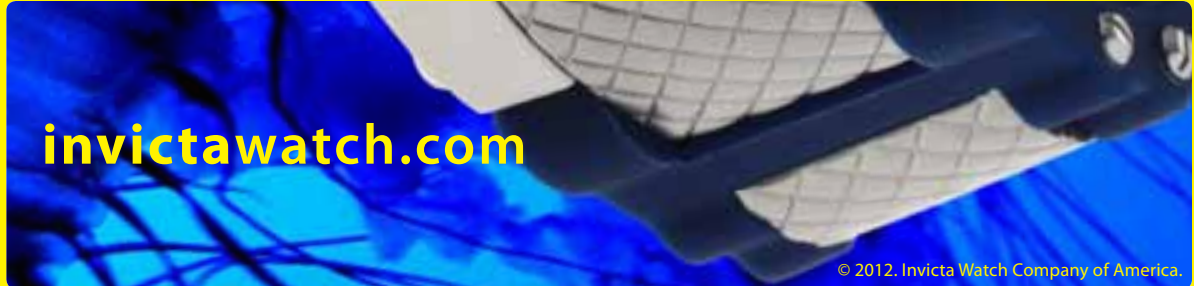
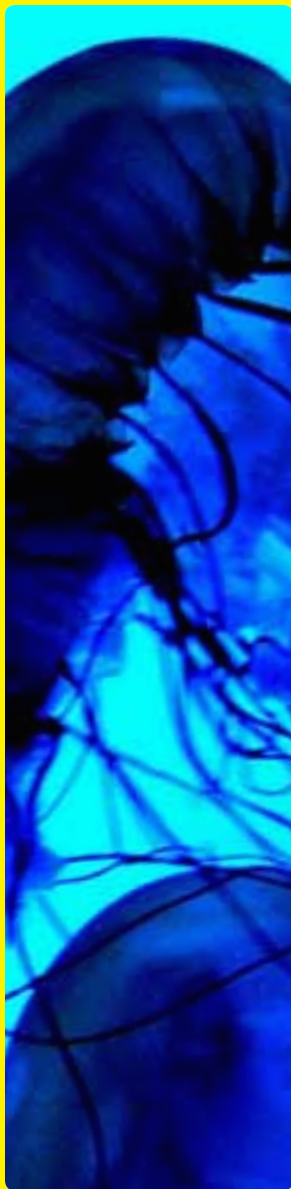
Flame Fusion: Synthetic crystals. Flame Fusion is a process utilizing high heat, high pressure and an Aluminum Oxide combination, the mineral (glass) and Sapphire properties are fused together. This unique fusion of the two materials results in the impact resistance of a standard mineral crystal and offers the scratch resistance of the Sapphire.

MB-Microtec: A glass vessel covered with luminous matter on the inner wall; then, filled with tritium gas and sealed airtight. The electrons emitted by the tritium during its disintegration come into contact with the coating which absorbs the energy of the electrons and converts it visible, or cold light.



invictawatch.com


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