

A woman with dark, wavy hair is shown from the chest up, looking directly at the camera. She has her right hand resting against her cheek. She is wearing a black Invicta chronograph watch with a metal link bracelet on her left wrist. The background is a solid, bright yellow color.

welcome to

INVICTA



enjoy your stay



GOING THE DISTANCE

The Invicta Russian Diver Wing Slat Edition . Model 11697

Movement: Professional Swiss Quartz Chronograph

Case and Dial: Ø44mm . Solid stainless steel case . Mineral Crystal

Band: High grade polyurethane strap . Solid stainless steel buckle

Water Resistance: 100 meters





Greetings from

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 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.



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.

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.





The Invicta Russian Diver Wing Slat Edition . Model 12440

Movement: Professional Swiss Quartz Chronograph

Case and Dial: Ø52mm . Solid stainless steel case . Stainless steel push/pull crown with screw-down protective cap . Stainless steel pushers with protective cap . Flame Fusion Crystal

Band: High grade polyurethane strap . Solid stainless steel buckle

Water Resistance: 100 meters



The Invicta Coalition Forces Trigger . Model 11654

Movement: Professional Swiss Quartz Chronograph

Case and Dial: Ø55mm . Solid stainless steel case . Fixed bezel . Stainless steel screw-down crown and pushers . Flame fusion crystal . Tritnite luminous hands and indexes . Date display . 18kt gold plating

Band: Solid stainless steel band . Stainless steel diver buckle with safety clasp

Water Resistance: 100 meters



INVICTA
PRO DIVER
MASTER OF THE OCEANS

The Invicta Grand Diver . Model 11470

Movement: Professional Swiss Quartz Chronograph

Case and Dial: Ø47mm . Solid stainless steel case . Unidirectional rotating bezel . Solid stainless steel screw-down crown . Mineral crystal . Newlite luminous hands and indexes . Date display . Gun metal plating

Band: High grade polyurethane band with stainless steel inserts . Solid stainless steel buckle

Water Resistance: 300 meters



The Invicta Bolt Zeus . Model 12298

Movement: Professional Swiss Quartz Chronograph

Case and Dial: Ø53mm . Solid stainless steel case . Unidirectional rotating bezel with stainless steel intertwining wires . Stainless steel screw down crown . Flame fusion crystal . Tritnite luminous hands . Day and date display

Band: High grade polyurethane strap . Solid stainless steel buckle

Water Resistance: 200 meters



The Invicta Arsenal . Model 12985

Movement: Professional Swiss Quartz Chronograph

Case and Dial: Ø48mm . Solid stainless steel case . Unidirectional rotating bezel . Stainless steel push/pull crown and pushers . Flame fusion crystal . Solid stainless steel case-back . Newlite luminous hands and indexes . Day and date display . 18kt gold plating

Band: Solid stainless steel band . Stainless steel diver buckle with safety clasp

Water Resistance: 100 meters



INVICTA
VINTAGE
COLLECTION
Keeping Swiss Time Since 1837.

The Invicta Vintage Bomber . Model 13059

Movement: Professional Quartz Chronograph

Case and Dial: Ø48mm . Solid stainless steel case . Solid stainless steel push/pull crown and pushers . Mineral crystal . 18kt Rose gold plating

Band: Genuine leather strap . Solid stainless steel buckle

Water Resistance: 100 meters



INVICTA
SUBAQUA
BEST UNDER PRESSURE

The Invicta Subaqua NOMA V . Model 12866

Movement: Professional Swiss Automatic

Case and Dial: Ø50mm . Solid stainless steel case . Unidirectional rotating bezel . Stainless steel screw-down crown . Flame fusion crystal . Tritnite luminous hands and indexes . Date display . Gun metal plating

Band: Solid stainless steel band . Stainless steel diver buckle with safety clasp

Water Resistance: 500 meters



The Invicta Sea Spider Scuba . Model 10776

Movement: Professional Quartz

Case and Dial: Ø48mm . Solid stainless steel case . Solid stainless steel push/pull crown with screw-down protective cap . Flame fusion crystal . Tritnite Luminous hands . Date and day display. Black ionic plating

Band: High grade polyurethane links . Solid stainless steel diver buckle with safety clasp

Water Resistance: 100 meters



The Invicta Venom Bracelet . Model 1539

Movement: Professional Swiss Quartz Retrograde Chronograph
Case and Dial: Ø54mm . Solid stainless steel case . Unidirectional rotating bezel . Solid stainless steel screw-down crown and pushers . Luminous hands and indexes . Flame fusion crystal . Day and date display
Band: Solid stainless steel band with diver buckle and safety clasp
Water Resistance: 1000 meters



The Invicta Corduba Interceptor . Model 80310

Movement: Professional Quartz GMT
Case and Dial: Ø53mm . Solid stainless steel case . Unidirectional rotating bezel . Stainless steel screw-down crown with protective cap and pushers . Flame fusion crystal . Luminous hands and indexes . Month and date display . 18kt gold plating
Band: High grade polyurethane strap . Solid stainless steel buckle
Water Resistance: 200 meters



The Invicta Sea Hunter Elegant . Model 12179

Movement: Professional Swiss Quartz Chronograph

Case and Dial: Ø50mm . Solid stainless steel case . Unidirectional rotating bezel . Stainless steel screw-down crown . Flame fusion crystal . Luminous hands and indexes . Day and date display

Band: Genuine leather strap . Solid stainless steel buckle

Water Resistance: 300 meters



fit to conquer

The Jason Taylor for Invicta collection reveals a captivating range of options for the discerning customer. This Limited Edition collection 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 while maintaining the highest horological standards. The Jason Taylor for Invicta collection, time is no longer a spectator sport but rather a sophisticated adventure.





The Invicta Specialty Black Diamond Reserve . JASON TAYLOR LIMITED EDITION . Model 12957

Movement: Swiss Automatic Chronograph . 25 Jewels

Case and Dial: 52mm . Solid Stainless steel case . 46 diamonds set in stationary bezel . Stainless steel screw-down crown and pushers . Flame fusion crystals . Tritium luminous indexes and hands . Carbon fiber dial . Date display . Exhibition case-back

Band: Solid stainless steel . Black ionic plating . Solid stainless steel diver deployment buckle with safety clasp

Water Resistance: 500 meters



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.

INVICTA
WRITING
INSTRUMENTS
MADE IN ITALY



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.


INVICTA
EYEWEAR
MADE IN ITALY





Invicta Jewelry Made in Italy transforms 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.

INVICTA
JEWELRY
MADE IN ITALY



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.



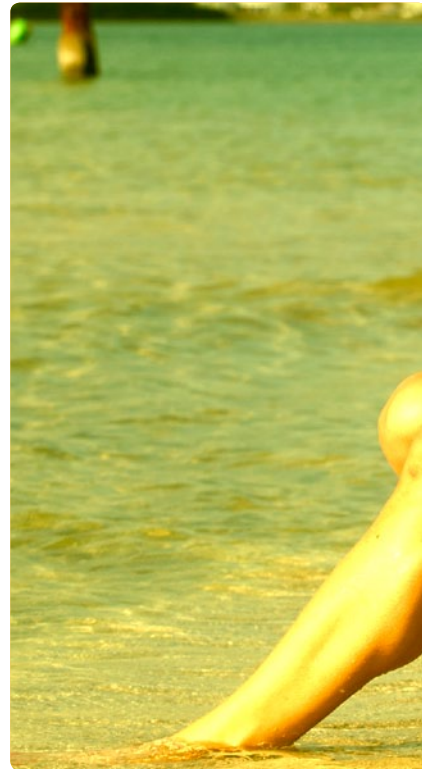
daring mastery



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.



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.



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


INVICTA
Smarter by the Second.




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