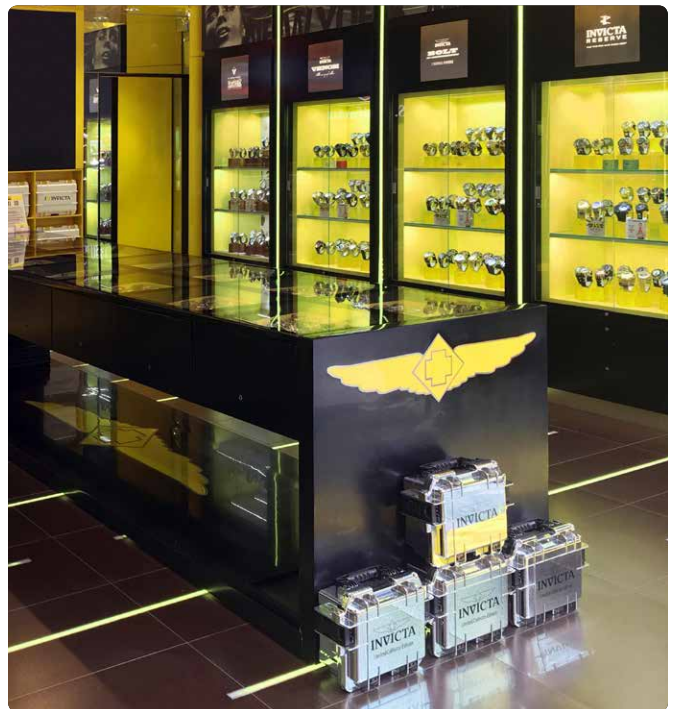


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Invicta Stores to host two NYC grand opening events

Fans invited to Times Square and Westfield World Trade Center on August 26

HOLLYWOOD, Fla. – August 10, 2016 - Invicta Stores, the official retailer for Invicta timepieces and accessories, is announcing the August 26 grand opening of two New York City locations. Fans are invited to join celebrity brand ambassadors Jason Taylor and Gabrielle Union at the new Westfield World Trade Center store from 4 to 7pm and the global flagship store at Times Square Marriott Marquis from 8 to 11pm.

Invicta's collaboration with Gabrielle Union, film and television actor of BET original hit series Being Mary Jane and the Sundance award-winning *The Birth of a Nation*, was first announced at Baselworld 2016 in Basel, Switzerland. Football legend Jason Taylor, whose Jason Taylor for Invicta collection features limited edition and individually numbered timepieces, will join Gabrielle Union to greet fans and participate in the ribbon-cutting ceremony.

The Times Square and World Trade Center stores, designed by acclaimed architect and International Design Award winner Victor Sanz Pont, feature the brand's 25 diverse watch collections as well as Italian-made eyewear and style accessories. Among the special watch releases are product launches from Jason Taylor and Gabrielle Union's respective watch collections and the new Disney- LIMITED EDITION collection. All Invicta Stores in New York will also showcase Pro Diver timepieces featuring the distinctive New York City skyline on the dial and case back.

Evolving the official store experience for Invicta fans and collectors in 2016, Invicta Stores now offer an Invicta Card with VIP discounts and special financing options. Additionally, stores are providing in-store battery and sizing services, special events and exclusive deals. The NYC stores also carry products from the Invicta family of brands, including the handcrafted Swiss-heritage watchmaker S. Coifman and TechnoMarine, the lifestyle-inspired watch company known for exceptional freedom and elegance.

The Invicta Store at Times Square (1535 Broadway at the site of the Marriott Marquis) and the Invicta Store at Westfield World Trade Center (185 Greenwich Street) will serve residents in the NY Metro area as well as the many domestic and international visitors to New York City each year. Visit InvictaStores.com for more information about store locations or to shop online.

About Invicta Watch Group

Led by innovation and nurtured with the consistency of quality and brand personality, the forward thinking energy of The Invicta Watch Group continues its brazen journey. The long held belief that supremely crafted timepieces can be offered for modest sums is the founding principle of Invicta and that ideology still resides at the core of all Invicta creations. In setting a premise of exceptional standards, Invicta maintains their objective by successfully satisfying consumers and collectors alike at any price point. Visit InvictaStores.com to shop online or find a store.



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