

FOR IMMEDIATE RELEASE



# INVICTA STRIKES BACK

**STAR  
WARS** | INVICTA



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In honor of an epic legacy, the Invicta Watch Group announces their collaboration with LucasFilm in a limited edition Star Wars collection. The Star Wars themed series: Star Wars – LIMITED EDITIONS, will launch the first pieces of the collection on “Force Friday II” September, 2017.

Star Wars – LIMITED EDITIONS is inspired by the iconic characters from the films that are intricately articulated throughout the dial in a distinctly innovative way. Each character will be reflected through detailed design work and meticulous engineering, capturing the essence of their personalities. The design of the case back includes an authentic signet that corresponds with the character featured on the dial. All the timepieces in this series will be sold in special, limited edition packaging.

No other movie in cinematic history has had such an impact since the dawn of Star Wars. The legendary heritage of Star Wars teamed with the bold innovation of Invicta brings time to life, making for the most collectible moment in your galaxy.

The Star Wars – LIMITED EDITIONS will officially launch at the Invicta Stores, Times Square retail location (NYC) at the stroke of midnight Sept 1 in honor of “Force Friday II.”

\*\*Please, note-the model will only be available for distribution in the U.S., Mexico, and Puerto Rico.

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## 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.



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