

FOR IMMEDIATE RELEASE

# Invicta Unites the League



INVICTA



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## Time for Justice...

Honoring the heritage of comic character culture, and in collaboration with DC Comics, Invicta Watch announces the limited-edition DC Comics collection. The first of these timepieces will release Summer of 2018.

Inspired by the DC Comics universe, the collection will be comprised of famed characters straight from the iconic comic books and from the motion pictures. Through innovative design and outstanding engineering, each character will be reflected throughout the dial, authentically capturing their specific personality. Additionally, character-specific attributes will feature throughout all aspects of the watch, achieving a timepiece that wholly embodies the distinct identity of said character (links, buckle, case back, band, color and materials). All the timepieces in this series will be sold in special, limited edition packaging.

Captivating fans through the inspired adventures of their characters, DC Comics set a precedent in the 1930's that is ultimately responsible for the comic-inspired Super Hero culture of today. The revered and thrilling DC characters teamed with the dynamic innovation of Invicta creates an impactful moment for Invicta time.

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



### About DC Comics for Invicta

Launched into the stratosphere in 1934, the universe of DC Comics has taken fans to the realms of limitless adventure for more than 80 years. What was largely a culture depicting detective crime narratives, DC utterly transformed the art into a comic universe of Super Heroes and Super Villains. With the debut of Superman in 1938 an archetype was born ushering in what fans and historians refer to as the, "Golden Age of Comics." Honoring the vivid heritage and current trajectory of such an illustrious cast of characters, the DC Comics limited-edition collection delivers a stellar range of exciting timepieces. Having spearheaded and revolutionized what has now become a cultural phenomenon encompassing books, film and television, the characters of DC Comics render time into an ultimate state of adventure.

### 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.



1 Invicta Way (3069 Taft Street) Hollywood Florida, 33021 • 954-921-2444 • [www.invictawatch.com/pr](http://www.invictawatch.com/pr)

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