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GABRIELLE UNION



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## GABRIELLE UNION FOR INVICTA WATCH

HOLLYWOOD, Fla. - The Invicta Watch Group announces its collaboration with film and television actor Gabrielle Union, the current star of the BET original hit series, "Being Mary Jane." Ms. Union can soon be seen in, "The Birth of a Nation." The film opened at Sundance to rave reviews and will enjoy a wide release in theaters throughout the country later this year. Ms. Union can also be seen in the upcoming films, "A Meyers Christmas" opposite Danny Glover and "Sleepless Night" with Jamie Foxx and Michelle Monaghan.

Ms. Union will work directly with Invicta Watch designers to create timepieces that offer a dynamic interpretation directly aligned with her own personal, unique point of view. Elegant and charismatic, the collection is a true reflection of Ms. Union.

Ms. Union said of the collaboration, "Besides being an actress, fashion has been an important part of my career. It's become such a fun outlet for expression and I've learned what an important role accessories play. I am truly excited to get to work with such a pioneering timepiece company like Invicta. They are the epitome of fun and fashion and I'm honored to partner with their incredible team."

Comprised of soft eloquent tones, Gabrielle Union for Invicta will offer a sophisticated, cohesive collection of timepieces for women. The collection will launch at Baselworld 2016 and be available for purchase at all Invicta Retail Stores ([www.invictastores.com](http://www.invictastores.com)) nationwide as well as through all existing retail sale partners worldwide including, Amazon as well as Television and Travel Retail. The collection will range in price from \$100.00 up to \$3000.00.

Invicta C.E.O. offers, "We are thrilled to be collaborating with an artist of such talent and style. We know that this teaming will prove to be an exciting addition to the Invicta brand and community as a whole."

**Saturday March 19th, 4:00pm, Ms. Union will appear for a photo-opportunity at the Invicta Watch Group booth at Baselworld 2016- Basel, Switzerland. Invicta Watch Group Booth Location: Hall 1.2, Stand E.53 & 60**

### 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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