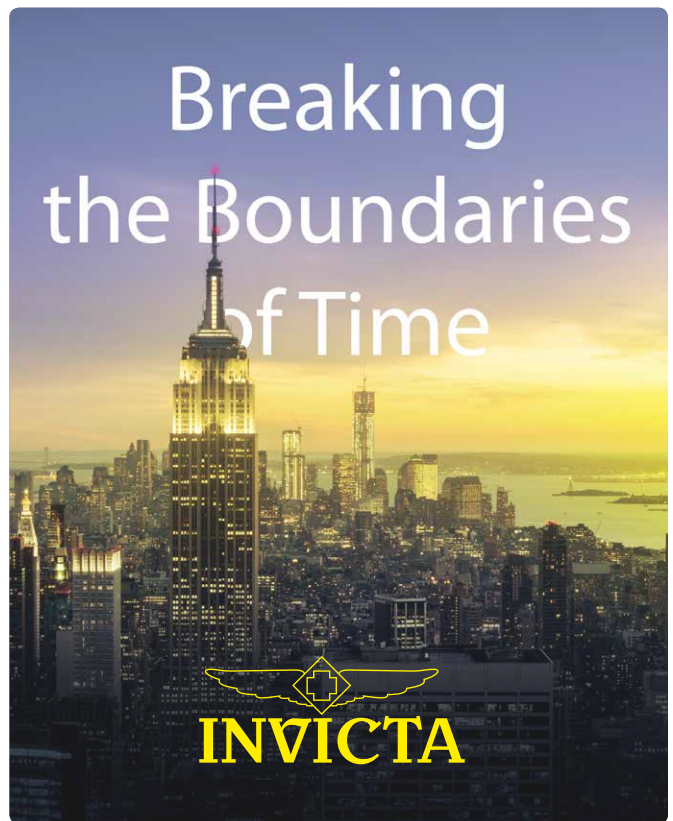


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## Step Inside the World of Invicta: New York City, Times Square Invicta Stores to put the “time” in Times Square this month

HOLLYWOOD, Fla. — November 10, 2015 — Invicta Stores, the official retailer for Invicta timepieces and accessories, is announcing the late November launch of their highly anticipated flagship store in New York City’s famed Times Square. The upcoming store, designed by acclaimed architect and International Design Award winner Victor Sanz Pont, will be the 17<sup>th</sup> U.S. location.

Invicta Times Square will feature the brand’s more than 25 diverse watch collections as well as Italian-made eyewear and style accessories. Among the hundreds of exclusive watches available only at Invicta Stores are new Pro Diver timepieces featuring the distinctive New York City skyline on the dial and case back as well as new collectible watch case styles.

All official Invicta Stores offer free watch sizing for store purchases, concierge repair service, exclusive in-store events and giveaways as well as personalized shopping appointments upon request. The new store will also carry products from the Invicta family of brands, including the handcrafted Swiss-heritage watchmaker S. Coifman and TechnoMarine, the St. Tropez lifestyle-inspired watch company known for their fashionable blending of styles, vibrant colors and exceptional materials.

Located at 1535 Broadway at the site of the Marriott Marquis, The Invicta Store at Times Square will serve residents in the NY Metro area as well as the many domestic and international visitors to Times Square each year. Visit: [InvictaStores.com](http://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](http://InvictaStores.com) to shop online or find a store.



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