

FOR IMMEDIATE RELEASE

INVINCIBLE IN DETAIL

SINCE 1837



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Details create the big picture

2017 opens with the Invicta Watch Group unveiling its latest campaign: Invincible in Detail. As Invicta is Latin for “invincible” the new campaign reflects the very energy and spirit found within the meaning of the word.

The campaign takes this spirited theme a step further, focusing on the design details for which Invicta has become known. Zooming in and photographing from unusual angles serves to captivate and create an interaction with iconic details from an array of models and collections. Whether the caged case on the Russian Diver Argonaut, the mother-of-pearl dial on the Thunderbolt or the crown on the Subaqua, each detail stands out in this campaign, giving it a functionality in an entirely new context.

The synergy of the epic landscapes along with the focused precision of each detail, results in a campaign that captures the very core of Invicta Watch while authentically embodying everything the brand stands for.



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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