

## Invicta

Wow! Just when you think you've seen it all in the world of dive watch design along comes Invicta with a range of watches guaranteed to turn heads. Do yourself a favour and check out some of these stunning designs at [www.invictawatch.com](http://www.invictawatch.com) . The first thing you'll notice is what they call their "Ocean Jelly Palette Series". This features dive watches from a number of different collections all with striking colour combinations inspired by colours from the deep, such as jelly fish and other sea creatures. For example there's the Invicta S1 Classic GMT which must have been inspired by the clownfish (think Nemo!). Make sure you look at the catalogues for each collection as there are many more colour combinations available than are shown on the website. Looking through these catalogues you will see that it is not just the colours that are striking but also the innovative designs, some of which are really fresh and original.

Some people may not have heard of Invicta before. They are a Swiss watch-making company that have actually been around since 1837! For more than a century they churned out quality timepieces but then the company all but disappeared in the 1970's (along with many other watch-making companies) with the introduction of quartz movement watches. It was only in the early 1990's that the descendants of the founding family decided to revive the brand – and what a good job they've done. In fact they have been so successful that they now claim to be the fastest growing watch-making company on the planet!

And they certainly offer a lot of choice. There are many different collections available – each featuring a wide variety of watches. For example when it comes to dive watches you can choose from the following collections: Invicta Pro Diver Sea Hunter, Invicta Akula Reserve, Invicta Seaspider, Invicta Russian Diver, Invicta Reserve. These are not just different watches they are different *collections* of watches! In the Invicta Reserve collection alone there are over 150 different models of dive watches! Like I said – a lot to choose from. So put aside some time and check out Invicta.