







font that was designed by GRITT specifically for GRITT watches. This is a 26 Jewel high-beat movement with 28,800 beats per hour and a 38 hour power reserve and offers a quick date set functionality.

The Launch Edition can be identified from future GRITT watches by its custom inscribed rotor. The inscription translates to “FORWARD” to signify the forward thinking of the brand.

The Launch Edition also comes with the VIP+ Status in the GRITT order hierarchy and a lifetime subscription to the GRITT Watchbox Storage Program.

The VIP program is how GRITT ensures that current GRITT owners get preference on all future releases before they are made available to the general public. With just 300 watches available of each edition, this ensures that loyal clients and the true fans of the brand always get first dibs on new releases. The VIP+ status builds on that program and makes sure that VIP+ status owners get their pick of all future releases before even the VIP members. Essentially, anyone owning the Launch Edition will be able to get their hands on any future GRITT watch release and makes the Launch Edition especially desirable for any collector interested in collecting GRITT watches. For the true collectors, the first 100 clients will also be subscribed to the watch’s specific production number...this gives the client the option of having all their future GRITT watches in their collection share the same production number.

The Watchbox Storage Program is designed to help owners protect the resale value of their GRITT watches. Instead of keeping their watch boxes in their closet or in the attic and risking losing them and tanking the resale value of their watch, GRITT watch owners can leave the extras that come with their watch with GRITT to ensure the entire watch package is available for the future.

Overall, the technology behind the Monarch makes it a heavy hitter in the world of watches. Not only is it heavily specced, but it also comes with a unique advanced design and unique technology not found in any other watch in the market. This makes the Monarch a must have for any watch collection.

The Monarch is available from the GRITT company website [www.grittwatches.com](http://www.grittwatches.com) for \$3,400.

## **GRITT MONARCH TECHNICAL SPECIFICATIONS:**

- Reference Number: 250.100
- Launch Edition
- Limited Run of 300 Watches
- Individually Numbered
- 43mm Brushed/Polished Stainless Steel Sport Watch
- Unique Case Design
- INVISOGLASS™ Crystal AR Coating
- Sapphire Crystals Front and Back
- Integrated Black Leather Strap with White/Red Stitching
- Screw-down Winding Crown
- GRITT V10 Calibre Automatic Movement
- Phantom Carbon Black 3D Dial w/Applied Markers
- Trittech Super Luminova X1 C3 BL Next Generation Lume
- Water Resistance: 20 ATM/BAR = 200 Meters = 660ft
- Exhibition Case Back
- Designed to Be Maintenance Free for Three Years
- Three Year Limited Warranty
- Lifetime Watch Box Storage Program Subscription
- VIP+ Status
- Swiss Made

### **Movement**

- GRITT V10 Calibre Automatic Movement
- 38 Hour Power Reserve
- 26 Jewels
- 28,800 Vph - 4Hz
- Advanced Anti-shock System
- Hacking Seconds Hand
- Quick Date Set
- Swiss Made

### **Watch Details**

- Case Diameter: 43mm
- Case Diameter(with crown): 46.5mm
- Case Length(lug to lug): 53mm
- Case Thickness: 12mm
- Case Weight: 96 grams
- Watch Weight: 112 grams
- Top Grade Double Stitched Leather Strap
- Tang Buckle

## RESOURCES:

ONLINE VERSION OF THIS RELEASE:

<http://grittwatches.com/press/2019.09.16-GRITT-launches-the-Monarch-Watch-Collection>

OFFICIAL WEBSITE: [www.grittwatches.com](http://www.grittwatches.com)

OFFICIAL INSTAGRAM: [www.instagram.com/grittwatches](http://www.instagram.com/grittwatches)

GRITT LOGO WHITE [PNG]: <http://grittwatches.com/press/grittlogowhite.png>

GRITT LOGO WHITE [JPG]: <http://grittwatches.com/press/grittlogowhite.jpg>

GRITT LOGO BLACK [PNG]: <http://grittwatches.com/press/grittlogoblack.png>

GRITT LOGO BLACK [JPG]: <http://grittwatches.com/press/grittlogoblack.jpg>

INVISOGLASS DEMONSTRATION [9MB - 16s - GIF] - <http://grittwatches.com/press/invisoglass.gif>

VIDEO DEMONSTRATION [107MB - 60s] - <http://grittwatches.com/press/invisoglass.mp4>

PHOTO1: [https://grittwatches.com/archives/250100/images/watch%20\(1\).jpg](https://grittwatches.com/archives/250100/images/watch%20(1).jpg)

PHOTO2: [https://grittwatches.com/archives/250100/images/watch%20\(2\).jpg](https://grittwatches.com/archives/250100/images/watch%20(2).jpg)

PHOTO3: [https://grittwatches.com/archives/250100/images/watch%20\(3\).jpg](https://grittwatches.com/archives/250100/images/watch%20(3).jpg)

PHOTO4: [https://grittwatches.com/archives/250100/images/watch%20\(4\).jpg](https://grittwatches.com/archives/250100/images/watch%20(4).jpg)

PHOTO5: [https://grittwatches.com/archives/250100/images/watch%20\(5\).jpg](https://grittwatches.com/archives/250100/images/watch%20(5).jpg)

PHOTO6: [https://grittwatches.com/archives/250100/images/watch%20\(6\).jpg](https://grittwatches.com/archives/250100/images/watch%20(6).jpg)

PHOTO7: [https://grittwatches.com/archives/250100/images/watch%20\(7\).jpg](https://grittwatches.com/archives/250100/images/watch%20(7).jpg)

PHOTO8: [https://grittwatches.com/archives/250100/images/watch%20\(8\).jpg](https://grittwatches.com/archives/250100/images/watch%20(8).jpg)

PHOTO9: [https://grittwatches.com/archives/250100/images/watch%20\(9\).jpg](https://grittwatches.com/archives/250100/images/watch%20(9).jpg)

For further information please contact GRITT Press Center at [press@grittwatches.com](mailto:press@grittwatches.com)