

# GRITT launches the Monarch watch collection featuring their exclusive INVISOGLASS™ technology.

09/16/2019

**GRITT** is an innovative luxury watch company that combines a truly unique design language with proprietary technology to make luxury Swiss-made watches. All GRITT watches are sold as individually numbered limited editions because the company believes that exclusivity is a very important factor when it comes to luxury goods. Today the company has launched its very first watch, the Monarch 250.100, featuring their exclusive INVISOGLASS™ technology.

**GRITT INVISOGLASS™** is the newly developed breakthrough technology developed by GRITT and is only available with GRITT watches. INVISOGLASS™ takes the next technological leap in anti-reflective/anti-glare technology by offering a solution that covers a much wider reflective spectrum and eliminates almost all glare and reflections from GRITT watch crystals. Seeing a GRITT in person is like seeing HD TV for the very first time. This technology is so effective that from all but a handful of angles, it looks as if the glass isn't even there, the few angles you do get reflections, the reflections are noticeably weaker compared to what you get with the industry standard double AR coated crystals. INVISOGLASS™ gives GRITT watches a much more visually stunning wrist presence where you can see all the details of the dial without glare getting in the way. And unlike the industry standard double AR coating, INVISOGLASS™ works just as well even in the worst possible conditions for glare (cloudy days, indoors, underwater etc). Finally INVISOGLASS™ coating is colorless, which means you see the watch dial and hands as intended and not through a blue/purple haze like you get with other anti-reflective coatings. The difference is crystal clear...GRITT INVISOGLASS™ places GRITT watches well ahead of all the other luxury watch brands and offers a very unique visual experience not found on any other watch in the market.



VIDEO DEMONSTRATION: [www.grittwatches.com/press/invisoglass.mp4](http://www.grittwatches.com/press/invisoglass.mp4)

GIF DEMONSTRATION: [www.grittwatches.com/press/invisoglass.gif](http://www.grittwatches.com/press/invisoglass.gif)

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



**GRITT MONARCH** is the company's first watch offering INVISOGLASS™ technology to the consumers. Like all future GRITT editions, the Monarch Launch Edition is limited to just 300 pieces and is a 43mm sport watch with a 12mm ultra slick profile that features a unique advanced case design. It is a 316L stainless steel watch that uses a combination of brushed, polished and satin surfaces that work together to give a unique contrast at every angle. For extra durability, both crystals are sapphire. The case surrounds the Phantom dial that uses multiple layers of shades of black so certain elements only show up at certain angles and that is paired with applied markers to indicate the hours. On the back, you'll find an exhibition caseback with a sculpted 3D representation of the company's logo and the case is paired with an integrated leather strap design that offers a much more prominent presence on the wrist thanks to its 28mm size.

Being a sport watch, the Monarch is offered with a 200 meter water resistance rating and comes with a screw down crown that is specifically designed for ease of operation in wet conditions. This rating means that the Monarch outperforms most luxury sport watches and even some of the dedicated dive watches. Night illumination is provided using the Triton SuperLuminova X1 grade lume. The X1 grade lume is the top of the line lume that glows brighter and offers 60% better illumination after 2 hours compared to the basic version of SuperLuminova found in most other luxury watches.

The Monarch is powered by the GRITT Calibre V10 movement. The V10 is heavily customized self-winding automatic that the company has plated in black ruthenium (a rare element from the platinum group of elements), it comes with heat treated blued screws, and features an elaborately designed rotor with gold lettering. The movement is paired with a custom date wheel in burgundy, which uses a custom

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)