

## Àsìkò Unveils Invisible: See the First Release in Their Modern, Minimalist Watch Collection

Watch brand aims to inspire a more productive lifestyle by getting back to basics.

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**Ikeja, Mar 9, 2019 ([Issuewire.com](http://Issuewire.com))** - Àsìkò, the Yoruba-inspired watch brand, recently launched their highly-anticipated Invisible watch through their official website at the end of February. Drawing from their powerful slogan of "Àsìkò ò dúrò d'enìkankan," which translates to "time waits for no man," the analog Invisible was designed to be read at a glance. Its silver hands and white date window are a stark contrast to the dark dial face with stylish blue accents. Durability and maintenance have also been top

considerations. Invisible is encased in 7.5mm wear-resistant 316L Stainless Steel and Reinforced Hardlex Glass, with Japanese Quartz and Swiss Ronda Movements that require minimal recalibration.

Beyond the physical product, Àsikò has defined itself as a watch for persons who want to do more with their every moment. Wearers are encouraged to look at the time only when necessary and pay more attention to their present experiences. While its products are high-quality, Àsikò keeps production costs much lower than its competitors not by using cheaper material, but by eliminating overhead and markup costs and shipping directly from manufacturers to the buyer's doorstep. Invisible has several strap options – four genuine leather and three in NATO – and all can be quickly interchanged using the watch's quick-release pins. In addition to newer watch designs later this year, the company also plans to expand its strap options.

“Too many watch-brands these days are hyper-focused on differentiating themselves through over-the-top designs and unnecessary features,” said founder Stanislaus Martins. “A watch is supposed to be a tool that helps you keep track of the time and how you spend it, not another distraction. Combined with our brand message of mindfulness and productivity, we aim to inspire our customers to make the most of their every moment.”

You can learn more about the Àsikò brand and stay up to date with their latest news and releases on their [official website](#).



## Media Contact

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