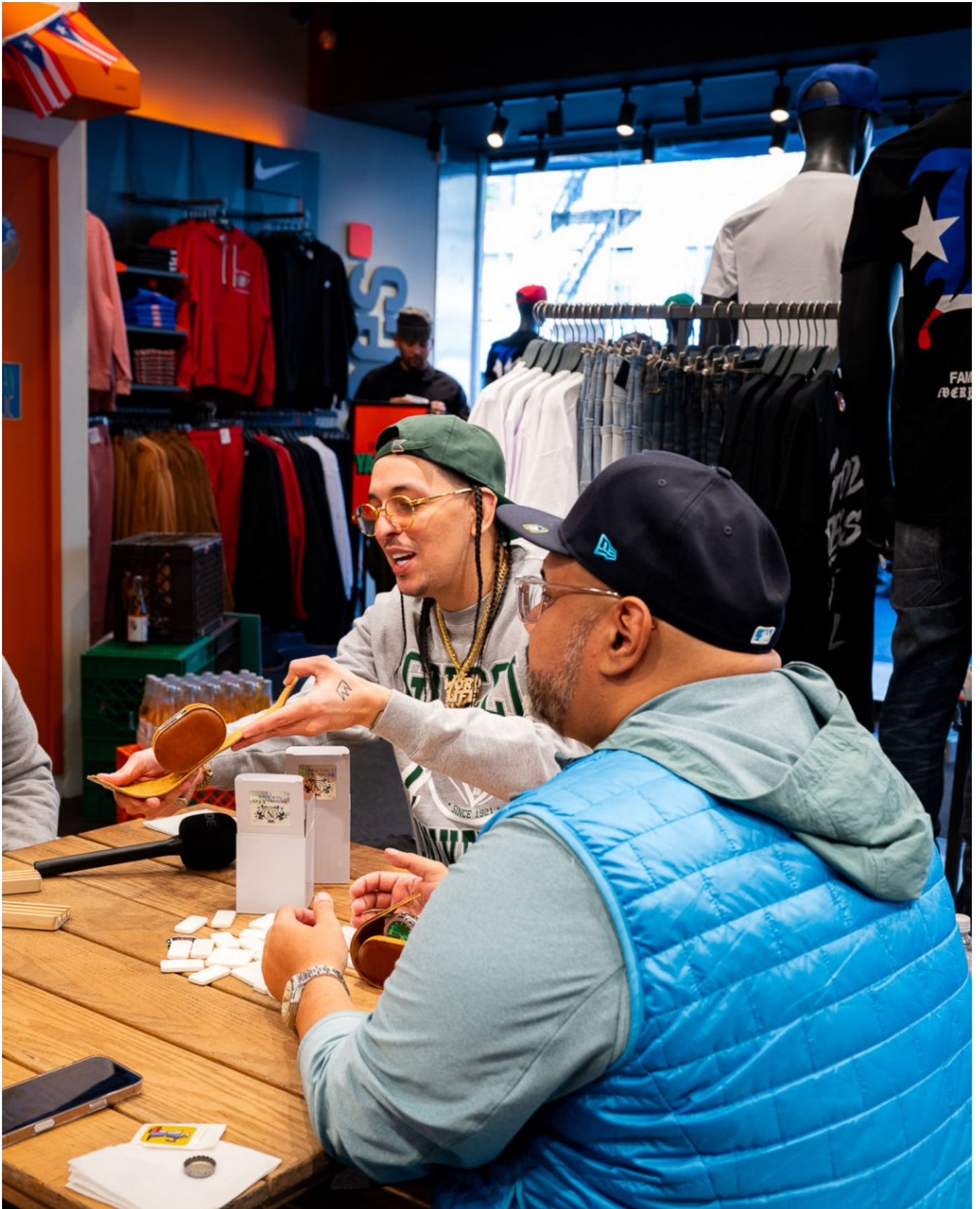


## Nicasio & Company Partners with Influencer & Rap Artist Word Life to Launch Exclusive 'Facts is Facts Collection'



**Newark, New Jersey Oct 17, 2024 ([IssueWire.com](https://www.IssueWire.com))** - Nicasio & Company Partners with Influencer & Rap Artist Word Life to Launch Exclusive 'Facts is Facts Collection' Luxury Watch Line

Luxury Watch Brand Joins Forces with Puerto Rican Star to Create Culturally-Inspired Timepieces

Nicasio & Company, the premier luxury watch brand headquartered in Newark, New Jersey, is thrilled to announce a highly anticipated collaboration with social media influencer and rap artist Word Life. Together, they will be launching the 'Word Life's - Facts is Facts Collection,' an exclusive line of luxury watches that merges high-end fashion with Word Life's urban and cultural influence.

Word Life, a proud Puerto Rican originally from The Bronx, has risen to fame as both a rap artist and a social media influencer, accumulating millions of views and a dedicated following. His journey from music to becoming a digital powerhouse has led him to collaborate with major brands like Premier Boxing Champions (PBC), New Era, Snipes USA, and WWE, while continuing to represent his Puerto Rican heritage with pride. Now, his personal brand expands into the luxury space with Nicasio & Company through this exciting new watch collection.

The 'Facts is Facts Collection' will feature a series of distinctive timepieces that reflect Word Life's bold persona, blending urban aesthetics with Nicasio & Company's renowned craftsmanship and attention to detail.

"This collaboration with Word Life is a significant milestone for our brand," said Nico, CEO of Nicasio & Company. "Word Life's passion for our culture and his ability to connect with audiences on a deep, personal level perfectly aligns with the spirit of Nicasio & Company. We're excited to create a collection that captures his influence and cultural pride while delivering the timeless elegance our brand is known for."

Word Life is represented by Trend Vibe Agency, a boutique advertising and influencer management firm based in Orlando, Florida. The agency, known for handling a portfolio of top-tier influencers, will work closely with Nicasio & Company to develop a targeted social media campaign designed to engage the Hispanic market. The campaign will leverage Trend Vibe's expertise in digital marketing to create dynamic and culturally resonant content.

"At Trend Vibe, we're always looking for ways to create partnerships that resonate with both influencers and their audiences," said William Rivera co-Founder and CMO of Trend Vibe Agency. "This collaboration between Word Life and Nicasio & Company is special because it's more than a product launch—it's a celebration of culture, style, and luxury, brought to life through the powerful influence of Word Life."

The 'Facts is Facts Collection' will launch later this year, accompanied by a multi-platform digital campaign. The campaign will feature Word Life in exclusive content that bridges the worlds of music, fashion, and culture, positioning the luxury watch line as a must-have accessory for those who appreciate high-quality craftsmanship and cultural authenticity.

About Nicasio & Company

Nicasio & Company is a Latino-owned luxury watch brand based in Newark, New Jersey, known for its



precision craftsmanship, timeless design, and commitment to quality. With a focus on elegance and luxury, Nicasio & Company offers a range of premium timepieces that cater to the tastes of discerning global consumers. In addition to being a watch company, Nicasio & Company is a social Impact company that is dedicating 10% of all sales to its Corporate Foundation. This foundation will provide competitive grants to grassroots organizations that address the root causes of hunger. When you buy a Nicasio watch, you are also helping people in need

### About Word Life

Word Life is a Puerto Rican rap artist and social media influencer originally from The Bronx. He has amassed millions of views across digital platforms and collaborated with major brands like PBC, New Era, Snipes USA, and WWE. Word Life is known for his pride in his heritage and his ability to influence and inspire across various platforms.

### About Trend VibeZ Agency

Trend VibeZ Agency is a boutique advertising agency based in Orlando, Florida, specializing in influencer management, digital marketing, and creative branding. With a strong portfolio of popular influencers, Trend VibeZ helps brands connect authentically with diverse audiences through innovative marketing campaigns.

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