

Nicasio & Company Announces Major Exclusive Collaboration

Social Media Star, Word Life has officially launched his exclusive 'Facts Is Facts' Collection with luxury watch brand Nicasio & Co.



New York City, New York Nov 21, 2024 ([IssueWire.com](https://www.IssueWire.com)) - Contact:

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NICASIO & CO. ANNOUNCES THE EXCLUSIVE COLLABORATION WITH WORD LIFE FOR THE OFFICIAL LAUNCH OF THE 'FACTS IS FACTS' COLLECTION

Nicasio & Co., the renowned luxury watch brand celebrated for its timeless elegance and innovative design, proudly unveils its latest masterpiece: the **'Facts Is Facts' Collection**. This exclusive line is a collaboration with none other than **Word Life**, the acclaimed social media cultural visionary, who merges the precision of historical facts with the raw artistry of spoken word.

The 'Facts Is Facts' Collection is inspired by Word Life's powerful message of truth and authenticity, encapsulating his signature blend of boldness and creativity. Each timepiece in the collection is meticulously crafted, featuring avant-garde designs that echo the rhythm and flow of Word Life's artistry. Limited to an exclusive run, these watches are set to become collector's items for connoisseurs of both luxury and culture.

"This collection is more than a collaboration," says Word Life. **"It's a statement. 'Facts is facts' represents staying true to who you are and your story. Nicasio & Co. has given me a platform to bring that message to life through unparalleled craftsmanship."**

Nicasio & Co.'s creative director adds, **"Working with Word Life allowed us to blend art and precision in a way that speaks to a new generation of luxury watch enthusiasts. This collection isn't just about telling time—it's about telling a story."**

The 'Facts Is Facts' Collection will be available for purchase starting on November 22, 2024, exclusively through Nicasio & Co.'s website — www.NicasioAndCo.com

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

(Premier Boxing), Amazon Prime, 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-style' 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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Source : Trend Vibez Agency

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