



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **Arvo's Newest Watch Line Paves New Paths in Children's Fashion**

### **Arvo Launches Kickstarter Campaign to Fund Minimalist Fashion Forward Children's Watches**

**Salt Lake City, Utah, Aug 17, 2017** – Arvo ([arvowear.com](http://arvowear.com)) launches its first Kickstarter campaign to release a children's watch line, the "Tiny Time." The new watch line continues to build on the tradition of quality minimalist design already set by Arvo. Using focus groups and targeted surveys, Arvo worked with current customers, and social media influencers for crucial feedback to fine tune the design.

"The Tiny Time watch has been so fun to create. I struggled to find a stylish watch for my son, so I decided to design one for him," said Jake Nackos, president and chief executive officer of Arvo. "This project has allowed me to share my passions with my son Leo, and it gives parents everywhere a stylish, minimalist watch option for their kids."

#### **Photos of the Tiny Time available here:**

<https://drive.google.com/drive/folders/0B1GQES2JUBxfR2tzV09HNmc2ams?usp=sharing>

The Tiny Time was designed to be minimalist, fashionable, and educational. Arvo has added several new features to its minimalist design for the first time to help parents teach their kids how to tell time, and look stylish while they learn.

- Minimalist Styling
- Bold Numbers help kids learn to count and tell time
- Velcro band for ease of use, and unlimited sizing options
- Screw in stainless steel case back for safety, and durability
- Japanese Quartz Movement

Arvo is also creating a "Deluxe" version of the Tiny Time that is meant for adults, primarily women. They upgraded the case to stainless steel, the internals to a Swiss movement, and the straps to a traditional clasp while maintaining the same fun patterns and colors as the kid's size.

#### **Arvo Resources:**

- Arvo on Instagram: <https://www.instagram.com/arvo/>
- Arvo Kids on Instagram: <http://www.instagram.com/arvo.kids>
- Arvo on Facebook: <https://www.facebook.com/arvowear>
- Arvo on YouTube: [https://www.youtube.com/channel/UCfehPvLPDLFEv1Z4FYg\\_omA](https://www.youtube.com/channel/UCfehPvLPDLFEv1Z4FYg_omA)
- Arvo on Twitter: <https://twitter.com/arvowear>

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Arvo is determined to continue pushing the envelope of quality minimalist design at an affordable price.

### **About Arvo**

Arvo was born and raised in Salt Lake City, UT. Arvo is located in an amazing valley nestled between the Oquirrh and Wasatch mountain ranges at nearly 5000 feet above sea level. As Arvo has grown, it has worked hard to stay ingrained in its local communities. Arvo constantly seeks out ways to have a positive impact through charity work, special events, and collaborations with likeminded brands and influencers. Arvo has developed programs which allow them to work directly with creatives, musicians, and artists to spread positive action both locally and internationally. A portion of each watch they sell goes to helping fund charitable projects around the world. So far Arvo has been able to help: clothe the homeless, raise money for education in India, promote community involvement with Utah's refugee program, fund missions to end child extortion and slavery, teach leadership and team working skills to our future leaders, fight in the battle against cancer and more. Arvo has worked with over 75 charities in varying capacities since inception in 2013. Being able to make a positive impact in this world is what keeps Arvo going. Helping others is their passion, and through Arvo, they have created a platform to accomplish their goals.

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