

# BOLD

PRESSEMITTEILUNG

## G-SHOCK

### The Spirit of Exploration G-SHOCK's latest GM-2100 takes on a celestial adventure

Just in time for the darker yet more festive season, G-SHOCK launches the latest model of the popular GM-2100 series.

Inspired by the moon, the GM-2100MG-1AER features a particularly detailed and high-quality design. The golden ion plated bezel as well as the dial showcase the unique structure of the moon and its crater landscape.



The combination of the gold-colored ion plating, which is repeated in the buckle, the fascinating dial and the deep black of the strap is reminiscent of the endless expanses of space. The detail-orientated, three-dimensional crater landscape that rises and falls on the bezel and dial is completed by the engraved "Dark Side of the Moon" on the back of the watch, therefor creating a hidden design highlight.

Even though the moon has already been extensively explored by international space travel, there is still something mystical about the celestial body that awakens curiosity and the spirit of discovery.



This feeling is perfectly encapsulated within this special edition model of the popular octagonal classic.

Thanks to a neo display and energy-saving LED Light the dial is clearly visible, even during a lunar eclipse, the scratch-resistant mineral crystal survives bumpy landings and missions, and of course the latest GM-2100 is also ready for the eternal water on the moon - at least up to a water resistance of up to 20 bar.

With the GM-2100MG-1AER, G-SHOCK creates another cult model that will not only draw collectors and astronomy fans into its orbit.

The GM-2100MG-1AER will be available from December 06, 2021, for a recommended retail price of 299 euros at [www.g-shock.eu](http://www.g-shock.eu).

#### About G-SHOCK

G-SHOCK was born from the idea and desire to create an indestructible watch. CASIO engineers followed the "Triple 10" concept, which included that the watch would survive a 10-meter fall, withstand 10 bars of water pressure, and last 10 years on a single battery. Since its launch in 1983, G-SHOCK has stuck to this concept and continued to perfect the G-SHOCK models through development.

PRESSEKONTAKT

**BOLD Communication & Marketing GmbH** | Torstrasse 68 | 10119 Berlin  
Johanna Kautz | [Johanna.Kautz@boldberlin.com](mailto:Johanna.Kautz@boldberlin.com) +49 30 2021577-206

*WE LIKE YOU 'CAUSE YOU'RE BOLD*