

PRESS RELEASE – 16th September



**RETURN WITH A SECOND LIMITED EDITION COLLABORATION
LAUNCHES 18th SEPTEMBER**

Due to popular demand following the sold out 2018 collection, GORILLAZ X G-SHOCK is back on 16th September with a final unique collaboration featuring two limited-edition G-SHOCK styles – designed by Gorillaz co-creator Jamie Hewlett – with inspiration drawn from two acclaimed albums from the Grammy and BRIT Award winning British band – ‘Gorillaz’ and ‘The Now Now’.

The limited edition 2019 collaboration also concludes the adventures of G-SHOCK creator Mr. Ibe and Gorillaz band members - Noodle, Murdoc Niccals, Russel Hobbs and 2D - with their return to Mr. Ibe’s Tokyo R&D Centre following a hair-raising trip through outer space to realise their mutually aligned intergalactic goals. See what happens next when you watch the final episode here at gshock.co.uk/gorillaz and **Gorillaz YouTube**, art-directed by Jamie Hewlett, with French directors collective BRVTVS.

The two bespoke collaboration styles are GW-B5600 and GA-2000.

The classic GW-B5600 has been reimagined in celebration of Gorillaz’ most recent album ‘The Now Now’ and in honour of the album’s distinctive artwork, the design features a colour combination of pop blue and pink. And in another nod to the record, the bi-colour message ‘NOW’ floats onto the display whenever it is illuminated by the backlight. The GW-B5600 also has a Bluetooth capability which can be synced with G-SHOCK’s proprietary app, allowing access to a variety of features and functions direct from your Smartphone.

The GA-2000 is the latest watch to be launched by G-SHOCK and - in honour of Gorillaz’ 2001 eponymous debut release – features the iconic camo print familiar to Gorillaz fans worldwide. This watch comes complete with two wrist bands – one featuring the camo print and the other a darker military style – which can be easily interchanged and worn alternatively. The collector’s edition box also features 2001 era design incarnations of the Gorillaz characters.

Both models sport standard G-SHOCK iconic features including shock, vibration and water resistance.

The limited edition GORILLAZ x G-SHOCK collection will be exclusively available at Gorillaz.com/store for 48 hours from 00:01 BST on 16th September ahead of a launch in-store and online at 10am BST on Wednesday 18th September at gtimeisnow.com and in G-SHOCK retail stores globally. Limited numbers available.

BOILER PLATE

Notes to Editors:

About G-SHOCK

Built from a mission by creator Mr. Ibe to create the unbreakable watch, G-SHOCK is the watch that stunned the world with a concept for toughness that defied conventional watchmaking logic. G-SHOCK creates technologically advanced watches that can resist gravity, freezing temperatures, high water pressure and magnetic fields, watches built to last forever through a constant pursuit of toughness. Launched in 1983, G-SHOCK celebrates its 35th Anniversary in 2018 and its watches have sold over 100 million in over 100 countries during that time. Alongside its classic offering, G-SHOCK has since launched its G-SHOCK Premium range in 2011. The G-SHOCK Premium collection uses the highest standards of engineering and rigorous testing at its design centre in Yamagata, Japan, to ensure that every piece remains true to the original concept, whilst a combination of fine materials and styling deliver the ultimate in luxury timepieces.

www.g-shock.co.uk / @gshock_uk

About Gorillaz

Gorillaz is singer 2D, bassist Murdoc Niccals, guitarist Noodle and drummer Russel Hobbs. Created by Damon Albarn and Jamie Hewlett, their acclaimed eponymous debut album was released in 2001. The BRIT and Grammy Award winning band's subsequent albums are Demon Days (2005), Plastic Beach (2010), The Fall (2011), Humanz (2017) and The Now Now (2018). A truly global phenomenon, Gorillaz have topped charts around the world and toured the globe from San Diego to Syria, picking up hundreds of millions of streams and record sales along the way. Gorillaz have achieved success in entirely ground-breaking ways, winning numerous awards including the coveted Jim Henson Creativity Honor and are recognised by The Guinness Book Of World Records as the planet's Most Successful Virtual Act.

Gorillaz.com