

# BOLD

PRESS RELEASE

## G-SHOCK

### G-SHOCK releases its new BLACK & WHITE Skeleton collection

Futuristic minimalism meets iconic G-SHOCK design



DW-5600SKE-7ER, GA-2100SKE-7A, GA-700SKE-7A GA-100SKE-8A, GA-2000SKE-8A, GA-900SKE-8A

HAMBURG, February 2021 – G-SHOCK is today unveiling no fewer than six new watch models from its popular Skeleton range featuring transparent straps and cases. By giving its fashion-forward new styles a timeless colour scheme of black and white, the toughest watchmaker in the world has lent its most popular models a minimalist, futuristic look. The whole *BLACK & WHITE* Skeleton range will go on sale in stores and at [www.g-shock.eu/de](http://www.g-shock.eu/de) in March.

The foundations were laid for the futuristic movement more than 100 years ago with the *Manifesto of Futurism* – the first document to officially advocate modern technology as an art form. Futurism has always figured in art and design throughout modern popular culture, from film and music to fashion and architecture.

The design concept behind the reinterpreted Skeleton range is reminiscent of classic sci-fi movies, striking the perfect balance between the original and a postmodern must-have.

When it developed the new Skeleton range, G-SHOCK drew on both the appeal of the future and the current minimalism trend, incorporating both elements into the design of the six most popular fashion-forward models (GA-900SKE, GA-110SKE, GA-2000SKE, DW-5600SKE, GA-700SKE, GA-2100SKE) to ensure that the new *BLACK & WHITE* Skeleton range makes a clear statement.

The two analogue-digital models – the GA-900SKE and GA-2100SKE – are the highlights of the collection. With their unmistakable design and technical features, both of these tough styles undeniably carry the G-SHOCK brand's DNA. In trendy black and white with a transparent strap and case, they perfectly represent the *Zeitgeist* of watch fans around the world, granting these pieces the status of a timeless classic for the future.

The GA-900SKE is packed with features including:

- Super Illuminator
- Stopwatch function
- Timer
- 5 alarms

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- Automatic calendar
- Scratch-resistant mineral glass
- Water-resistant to 20 bar

The GA-900SKE will go on sale in March 2021 with an RRP of €129.00 at [www.g-shock.eu/de](http://www.g-shock.eu/de)

The GA-2100SKE is packed with features including:

- Illuminator
- Stopwatch function
- Timer
- 5 alarms
- Automatic calendar
- Scratch-resistant mineral glass
- Water-resistant to 20 bar

The GA-2100SKE will go on sale in March 2021 with an RRP of €109.00 at [www.g-shock.eu/de](http://www.g-shock.eu/de)

#### **About G-SHOCK**

G-SHOCK was born out of the idea and desire to develop an indestructible watch. The team of CASIO engineers pursued a 'Triple 10' concept, meaning that the watch should withstand being dropped from a height of 10 metres, resist water pressure of up to 10 bar and work for 10 years on a single battery. Ever since its launch in 1983, G-SHOCK has remained true to this concept, further perfecting the G-SHOCK models by means of ongoing development.