

G-SHOCK presents the new collaboration model with Moncler's 'House of Genius'

The G-SHOCK brand of shock-resistant watches presents the new collaboration model with down jackets brand - Moncler -, icon of worldwide luxury sportswear. **G-SHOCK x Moncler** watch is part of the capsule collection '**House of Genius**', designed by *David Fischer* - founder and CEO of *Highsnobiety* - gathering garments and accessories created from exclusive and limited collaborations: a real and modern universe of colour and genius.

World-wide most interesting brands have indeed been invited to express their creativity through an iconic item of their collections, revisited in Moncler's style, and G-SHOCK chose to contribute to the project with the iconic octagonal metal case **GM 2100** - launched last September 2021 and yet best-seller - with two customizable interchangeable bands.

G-SHOCK x MONCLER watch is available in pop up Moncler stores in London, Seoul, Shanghai and New York - that will recreate a mountains lodge, reinventing Moncler's alpine heritage. A space of freedom where new ideas take shape, the immersive space combines vibrating Genius yellow - synonym of Moncler House of Genius - with the mirror surfaces recalling a futuristic environment, representing *digital nomads* in a new and exciting way.