



NEVER-ENDING CAMOUFLAGE

The GA-100CM-5AER comes with all-over camouflage

Norderstedt, February 2015 – Meant to hide, worn to show off – Hardly any other motif or pattern has moved away from its original purpose through fashion and street wear more than camouflage. In fashion, camouflage is now a firmly established pattern – sometimes more, sometimes less, it has been appearing in the top designers' collections and the smaller street wear brands for many years.

Camouflage also has a firm place in the G-SHOCK assortment; the newest style arrival from the Japanese watch manufacturer is going on sale: the GA-100CM-5AER is presented with an all-over camouflage print on its case and wristband. The classic army camouflage in muted shades of beige, brown and green doesn't seem extraordinary at first glance – but take a closer look and you'll notice something special about the GA-100CM: the camouflage pattern continues over the background of the watch face. A more intensive version of the pattern is used here, based on the main colours of the case and wristband. This contrast is even more apparent when the auto LED light is activated, bringing the camouflage in the watch face of the GA-100CM to life. Another highlight is provided by the gold-coloured analogue numerals – a special twist which makes the watch a real eye-catcher.



In addition to the classic brown camouflage (GA-100CM-5AER) the **GA-100CM** is also available in red (GA-100CM-4AER) and grey (GA-100CM-8AER).



Other technical features of the **GA-100CM** include:

- Auto LED light
- Tried-and-tested G-SHOCK shock resistance
- Non-magnetic
- World time function
- Stopwatch function
- Timer
- Alarm function
- Speed display
- Mineral crystal
- Resin case and wristband
- Two-year battery life
- Water-resistant up to 20 bar

The new G-SHOCK camouflage models are now available from selected stores. A practical retailer search function is available at www.g-shock.eu.

ABOUT G-SHOCK

G-SHOCK started with the idea and desire to create an indestructible watch. Engineers at CASIO followed the 'triple 10' concept which states that a watch should survive a fall from a height of 10 metres, withstand water pressure of 10 bar and should have a life span of 10 years on a single battery.

G-SHOCK has remained true to this concept and has been perfecting and continuously developing its G-SHOCK models since its launch in 1983.

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