



## ON A BLACK BLACK MISSION

GA-110MB-1AER and GD-120MB-1ER in the colour of the night

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**Norderstedt, February 2015 – Darker than dark –** The colour black has always been surrounded by myths and legends – the dark and incalculable gives fuel to fantasies. Current trends such as the health-goth craze or avant-garde purism are only recent indications that black also has a firm place in fashion, always returning season after season. G-SHOCK now presents two classic models in a new black robe and impressively shows that reduced colours can make an even stronger statement on the wearer's wrist: secretive, impenetrable, subtle but, in a very special way, still tough and self-confident. The GA-110 MB and the GD-120MB from the Mission Black collection send a clear message: I don't bother you, so don't bother me. Anyone who wears black doesn't care about attracting attention.

Mission Black – the name says it all. **This is why the wristband, case and the watch face are kept completely in black on the GA-110MB-1AER**, against which the silver-coloured metal numerals on the analogue watch face provide a strong contrast. The digital display appears low-key in a subtle red, emphasising the purist look of the watch even more. Another feature is its anti-magnetic capabilities: the case of the GA-110MB is constructed in such a way as to be shielded from magnetic fields.



**With the GD-120MB-1ER another G-SHOCK classic is presented in a new, black robe.** Case, wristband and watch face are kept completely in black and appear to be made from one piece; only individual deliberate contrasts are set by bright red details. The face is kept simple, the digital display understated, creating a simple but cool look.

Other technical features of the **GA-110MB-1AER** include:

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

Other technical features of the **GD-120MB-1ER** include:

- Super auto LED light
- Tried-and-tested G-SHOCK shock resistance
- World time function
- Four time zones display
- Stopwatch function
- Alarm function
- Mineral crystal
- Resin case and wristband
- Seven-year battery life
- Water-resistant up to 20 bar

**The Mission Black models are now available from stockists. A practical retailer search function is available at [www.g-shock.eu](http://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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