

G-SHOCK

G-SHOCK PARTNERS WITH ARTIST ERIC HAZE ON NEW LIMITED-EDITION WATCH FOR 35TH ANNIVERSARY

Latest Partnership Creates the New GA-700 Model

Norderstedt, September 2017 - today, in celebration of its forthcoming 35th anniversary, CASIO announces its latest collaboration with legendary artist and designer Eric Haze, this time on a limited-edition men's GA700 watch. The GA-700EH-1AER features a brushstroke-inspired black and white color scheme with 2017 printed on the band loop, signature star on the tip of the band and Eric Haze's logo engraved on the back of the case.

The GA-700EH-1AER marks the seventh union of longtime partners G-SHOCK and Eric Haze on special edition collaborations. Previously Haze, alongside G-SHOCK, crafted limited edition DW-6900, G-304, DW-5600, GA-100 and GA-110 models, including models in celebration of G-SHOCK's 25th and 30th anniversaries.

Says Eric Haze on the collaboration, "This most recent design represents a style of brush painting I have been developing seriously over the last 5 years. The beauty of the relationship CASIO and I have developed for over 20 years now, is that they trust and allow me to follow a new direction for every project, which keeps the work fresh for both myself and the audience. I am very proud of our work together and excited to reveal more ahead at G-SHOCK's 35th anniversary in November."

The GA-700EH-1AER features a super illuminator LED light, 3D bold black and white hands, and a five-year battery life. The watch also comes equipped with legendary G-SHOCK technology of 200M water resistance and shock resistance, as well as world time (in 31 time zones, 48 cities + UTC), four daily alarms and one snooze alarm, 1/100th second stopwatch, 1/10th countdown timer, 12/24 hour formats and a hand retract function – all in a 53.4mm case.

The GA-700EH-1AER will be available for purchase from October 1st, 2017 at special retailers and on www.g-shock.eu.

Technical features of the **GA-700EH-1AER**:

- Super-Illuminator
- World time function
- 5 daily alarms
- Stopwatch function 1/100 sec
- Countdown timer
- Automatic calendar
- Water resistance classification (20 bar)

About G-SHOCK

CASIO's shock-resistant G-SHOCK watch is synonymous with toughness, born from the developer Mr. Ibe's dream of 'creating a watch that never breaks'. Over 200 handmade samples were created and tested to destruction until finally in 1983 the first, now iconic G-SHOCK hit the streets of Japan and began to establish itself as 'the toughest watch of all time'. Each watch encompasses the 7 elements; electric shock resistance, gravity resistance, low temperature resistance, vibration resistance, water resistance, shock resistance and toughness. The watch is packed with CASIO innovations and technologies to prevent it from suffering direct shock; this includes internal components protected with urethane and suspended timekeeping modules inside the watch structure. Since its launch, G-SHOCK has continued to evolve, continuing to support on Mr. Ibe's mantra "never, never give up".

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