

G-SHOCK

GORILLAZ X G-SHOCK ANNOUNCE EXCLUSIVE COLLABORATION

This year, in celebration of G-SHOCK's 35th anniversary, the brand collaborates with the planet's Most Successful Virtual Act*, Gorillaz. The collaboration launches a collection of limited edition new watches, designed specifically with band members 2D, Murdoc Niccals, Noodle, and Russel Hobbs in mind. The partnership brings together two world class, innovative and renowned entities to offer a classic style redefined once again with a twist.

The collaboration sees Gorillaz help G-SHOCK creator Mr. Ibe realise a lifelong dream, hatching a plan to reach their mutually aligned intergalactic goals. Watch here www.g-shock.eu/euro/gorillaz

The collection will focus on G-SHOCK's original 5600 case shape, the first ever G-SHOCK watch designed by engineer and founder Mr. Ibe 35 years ago. G-SHOCK's longest selling model, the 5600 revolutionised personal timekeeping and has remained a favourite the world over.

Since launching the world's toughest watch brand in 1983, G-SHOCK has pushed the limits of watch design over the years. The brand continues to improve technology, design concepts and push boundaries. G-SHOCK has stunned the world with a concept for toughness that defied conventional watchmaking logic.

A global phenomenon embracing a truly collaborative philosophy, **Gorillaz** have topped charts around the world and toured the globe from San Diego to Syria, picking up hundreds of millions of streams and record sales along the way, achieving success in entirely ground-breaking ways.

The GORILLAZ X G-SHOCK collection will be available to buy this winter, with more information to be revealed very soon. Sign up here to be notified on all the latest news about the collaboration www.g-shock.eu/euro/gorillaz

About G-SHOCK

Built from a mission by creator Mr. Ibe to create the unbreakable watch, G-SHOCK stunned the world with a concept for toughness that defied conventional watchmaking logic. Creating technologically advanced watches that can resist gravity, freezing temperatures, high water pressure and magnetic fields, G-SHOCK watches are built to last forever through a constant pursuit of toughness.

Launching in 1983, G-SHOCK watches have sold over 100 million watches in over 100 countries.

About Gorillaz

Virtual group **Gorillaz** is singer **2D**, bassist **Murdoc Niccals**, guitarist **Noodle** and drummer **Russel Hobbs**. Created by Damon Albarn and Jamie Hewlett, their acclaimed eponymous debut album was released in 2001. The BRIT and Grammy Award winning band's subsequent albums are *Demon Days* (2005), *Plastic Beach* (2010), *The Fall* (2011), *Humanz* (2017) and current album *The Now Now* (2018). A truly global phenomenon, **Gorillaz** have topped charts around the world and toured the globe from San Diego to Syria, picking up hundreds of millions of streams and record sales along the way. **Gorillaz** have achieved success in entirely groundbreaking ways, winning numerous awards including the coveted Jim Henson Creativity Honor.

* The British band are recognised by *The Guinness Book Of World Records* as the planet's Most Successful Virtual Act.

www.gorillaz.com