

G-SHOCK

GORILLAZ X G-SHOCK COLLABORATION AVAILABLE NOVEMBER 15th

This winter sees the launch of the first ever Gorillaz X G-SHOCK collaboration. With 2018 marking G-SHOCK's 35th anniversary and the release of an acclaimed new album from the planet's Most Successful Virtual Act, this exciting new addition to the G-SHOCK collection comes at a time of celebration for both parties.

G-SHOCK and Gorillaz have come together to offer unique G-SHOCK styles - collection of limited edition new watches, designed specifically with different band members in mind. The DW5600 has been re-imagined for **2D**, **Murdoc Niccals** and **Noodle** in three different colourways, each showcasing their personalities through additional character-specific detailing and individual packaging. DW5600 "The Origin" is a classic G-SHOCK style, launched in 1986 it is durable through and through, offering no limitations to its wearer. The 5600 design boasts universal usability and key features including shock resistance, 200-meter water resistance and an LCD scratch resistant watch face. And Gorillaz drummer **Russel Hobbs'** watch design is offered in the more robust GX56 "The King" style. The GX56 is solar powered so can offer a lifetime of use without changing the battery, alongside all the standard G-SHOCK features you would expect including shock resistance and also in this case a mud-resistant structure.

G-SHOCK's 35th anniversary celebrates the brand as the first watch that stunned the world with a concept for toughness that defied conventional watchmaking logic. G-SHOCK has pushed the limits of watch design over the years, with continually improving technology, design concepts and breaking boundaries.

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 partnership brings together two world class, innovative and renowned entities to offer a classic style redefined once again with a twist.

The Gorillaz x G-SHOCK watches launch instore and online this winter in two drops:
Murdoc and 2D on 15th November 2018
Russel and Noodle on 15th December 2018

Further updates to follow, including a special Gorillaz x G-SHOCK installation at the G-SHOCK Carnaby Street store.

About G-SHOCK

Built from a mission by creator Mr. Ibe to create the unbreakable watch, G-SHOCK is the watch that stunned the world with a concept for toughness that defied conventional watchmaking logic. G-SHOCK creates technologically advanced watches that can resist gravity, freezing temperatures, high water pressure and magnetic fields, watches built to last forever through a constant pursuit of toughness. Launched in 1983, G-SHOCK celebrates its 35th Anniversary in 2018 and its watches have sold over 100 million in over 100 countries during that time. Alongside its classic offering, G-SHOCK has since launched its G-SHOCK Premium range in 2011. The G-SHOCK Premium collection uses the highest standards of engineering and rigorous testing at its design centre in Yamagata, Japan, to ensure that every piece remains true to the original concept, whilst a combination of fine materials and styling deliver the ultimate in luxury timepieces.

www.g-shock.eu / @gshock_eu

About Gorillaz

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 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 ground-breaking ways, winning numerous awards including the coveted Jim Henson Creativity Honor and are recognised by The Guinness Book Of World Records as the planet's Most Successful Virtual Act.