

# G-SHOCK

## G-SHOCK Collaboration Model with THE HUNDREDS



DW-5600HDR

Tokyo, October 30, 2018 — Casio Computer Co., Ltd. announced today the release of the DW-5600HDR, a new collaboration model with The Hundreds, a lifestyle brand out of Los Angeles.

This is the third collaboration model commemorating 35 years of G-SHOCK, and it also commemorates 15 years for The Hundreds. While replicating the form of the very first G-SHOCK, the new model is meticulously crafted in an all-black design featuring a chic matte black bezel and band.

The new DW-5600HDR sports a compellingly simple yet distinctive design. To stand out against the black body, the brand logo is dynamically positioned on the face. In addition, the band features the phrase “Blood, Sweat & Years,” a concept The Hundreds has always highlighted, very fitting especially in this 15th year of the brand. Like the watch itself, the special model comes in painstakingly designed all-black packaging.

Bobby Hundreds (the founder of the Hundreds) had this to say: “Since we aspire to have a timeless brand, in handpicking our collaborators, we seek out partners with classic legacies. Casio G-SHOCK is a heritage player, having maintained relevance through design and quality over generations. When The Hundreds works with G-SHOCK, we’re not just making a watch, we are bridging our histories: A timepiece that stands the test of time.”

### ■ About The Hundreds

Founded by Ben and Bobby Hundreds in 2003, The Hundreds is a 2-part lifestyle project housing a streetwear brand and online magazine. The clothing is drawn from classic L.A. lifestyle, stylized workwear, as well as re-appropriated '80s surf and '90s skateboarding fashions.

PRESS RELEASE



DW-5600HDR



Back



Strap



“BLOOD SWEAT & YEARS”



Package

**Specifications**DW-5600HDR

Construction	Shock-resistant
Water Resistance	200 meters
Stopwatch	1/100 second (for the first 60 minutes) / 1 second (after 60 minutes); measuring capacity: 24 hours; measuring mode: split time
Countdown Timer	Measuring unit: 1 second; countdown range: 24 hours; countdown start time setting range: 1 second to 24 hours (1-second increments, 1-minute increments, and 1-hour increments); auto-repeat
Alarm	Multi-function alarm; hourly time signal
Other Functions	Full auto-calendar (to year 2099); 12/24-hour format; EL backlight with afterglow; flash alert (flashes with buzzer that sounds for alarm, hourly time signal, countdown timer)
Accuracy at Normal Temperature	±15 seconds per month
Battery Life	Approx. 2 years on CR2016
Size of Case	48.9×42.8×13.4 mm
Total Weight	Approx. 53g