

G-SHOCK

G-SHOCK × Sneaker Freaker × STANCE Collaboration Model



DW-5700SF

Tokyo, October 31, 2018 — Casio Computer Co., Ltd. announced today that Sneaker Freaker and G-SHOCK have joined forces on a collaboration model, commemorating the 35th anniversary of G-SHOCK and the 15th anniversary of Sneaker Freaker, a magazine based in Australia. The new Redback DW-5700 watch design was inspired by one of Australia’s deadliest arachnids. The redback spider is a notorious and prolific inhabitant of outback shacks and dark suburban nooks. Despite their small stature, the female spider’s deadly neurotoxin can prove fatal to humans.

The undoubted highlight is the blood-red LCD screen. Known by G-SHOCK fans as the “Vampire” display, this unique feature has only appeared a few times in the past.

Using cool grey matte resin, the branding, clasp and keeper are accented in metallic black. Debossed with Sneaker Freaker’s logo, the back plate is also treated with black ion plating. Flipping the two-tone strap from grey to red mimics the spider’s natural livery, while the spindly cobweb design around the clasp adds a subtle thematic touch to the strap.

Established in 2002 by Simon “Woody” Wood as a niche magazine catering to the underground community of footwear connoisseurs, Sneaker Freaker is an unlikely global publishing phenomenon proudly based in Melbourne, Australia. Known for its irreverent attitude, Sneaker Freaker has an impeccable track record of delivering idiosyncratic collaborations with brands including New Balance, adidas, PUMA and Montana Cans, among others.

Woody is a noted G-SHOCK collector with more than 300 watches in his keep. With product knowledge acquired over more than two decades, his affinity with the Japanese brand as a G-SHOCK fan is highly visible in the Redback design. He had this to say: “I love nerding out on the details, and

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those red-faced watches are some of my favourite Gs of all time. When the Redback concept came together, the “Vampire” display just had to happen, but there were several technical hurdles to overcome. This is a highly personal nod to my love of G-SHOCK, and I’m very grateful they allowed me to use the iconic red display.”

As an added bonus, STANCE was also tapped to contribute its creativity to the project. Known for its ground-breaking approach to sock construction, STANCE supplied a pair of their high-tech Ventron foot covers to the Redback ensemble.



DW-5700SF



Back



Strap



STANCE Ventron foot covers



Package

Specifications

DW-5700SF

Construction	Shock-resistant
Water Resistance	200 meters
Stopwatch	1/100-second stopwatch; measuring capacity: 00'00"00~59'59"99 (for the first 60 minutes), 1:00'00~23:59'59 (after 60 minutes); split time
Countdown Timer	Measuring unit: 1 second; input 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 time up alarm)
Accuracy at Normal Temperature	±15 seconds per month
Battery Life	Approx. 2 years on CR2016
Size of Case	48.9 × 45.4 × 13.4mm
Total Weight	Approx. 53g