

Stainless Style

Unsurpassed accuracy combined with aesthetic excellence, G-Shock's latest timepieces arm the modern man with an alloy of timeless style and future technology

The man of 2010 is one of fusion. He is tough yet precise; strong but creative; a man of dynamic action executed with sophisticated ease.

But above all else, he is a man of style. The latest evolutions of Casio's G-Shock series have taken indestructible innovation and encased it in the most superior of materials, each selected for their stylistic excellence as well as physical resilience. These are pieces designed to stand the tests of time and fashion, but survive the trials of every aspect of your life without a scratch.

The first G-Shock was created on a simple, single directive: to build a watch that never breaks. Now, as we enter a new decade, atomic accuracy is no longer enough. G-Shocks have forged the positive qualities of fashion and function, scrapping the bad to form the ideal alloy. These watches are the polished end product.

The GS-1100 (far right) melds business aesthetics with the determination to get the job done. A full stainless steel case houses all the functionality a man on the move needs, while maintaining G-Shock's legendary 'Shock Resistance'. It is as happy flying high in the boardroom as it is 200m under water.

As the flagship model of the Aviation series, the GW-2500 reproduces the accuracy and reliability of advanced aviation instruments. The combination of stainless steel and resin ensures that the timepiece supplies sharp elegance without sacrificing light weight or any of the utilities you need to handle everything from split-times to time-zones.

Fashion-forward and technologically advanced, the G-Shock series gives you everything you need to see out the next decade on time and in style.

www.g-shock.co.uk



Faultless form and
effortless function
- the new G-Shocks
have no weak links

Left: GW-2500
Right: GS-1100