

## G-SHOCK ANNOUNCES CENTRAL CEE AS THE BRAND'S NEW EUROPEAN AMBASSADOR



Norderstedt, 19th of September 2024: G-SHOCK is thrilled to announce that the West London hailing, critically acclaimed, global chart-topping British rapper Central Cee is the new European brand ambassador across a curated collection of upcoming and hero timepieces.

This partnership brings together two icons known for their resilience and authenticity. G-SHOCK, from the Casio family, was born from a quest to develop the world's toughest watch. As its brand mantra declares, they are 'Built Different', which Central Cee equally embodies. As a devoted G-SHOCK fan since childhood, he perfectly personifies the brand's spirit and hardworking values. Rising from the underground to international acclaim in stark similarity to G-SHOCK's path to becoming a household name, this collaboration is as natural as it gets.

In 2020, Central Cee's breakthrough single had heads turning. Since then, he has topped charts, released viral hits, and teamed up with British rap sensation Dave and global superstars Drake and Lil Baby. He has a No.1 Mixtape and No.1 Single under his belt, and earlier this year, brought his MOBO Award total to six. He was also nominated for four Brit Awards at this year's 2024 ceremony. Last year, Central Cee became the first UK rapper to hit 2 billion streams on Spotify alone. With over 7 billion worldwide global streams, Central Cee's inimitable trajectory shows he is truly unstoppable.

Beyond music, Central Cee has a style and personality that his fans eagerly adopt. He is a powerful voice for a new, young, and energised generation. G-SHOCK's long-standing pedigree

in hip-hop culture sets the foundations for a perfect match in every aspect.

***"I'm looking forward to working with G-SHOCK. I've been wearing them since I was a kid, so it just made sense. I love the brand. It relates. It's a perfect fit"***  
said Central Cee.

*"We are incredibly excited to welcome Central Cee to the G-SHOCK family," said Jen Kelly, Head of Marketing at G-SHOCK. "This partnership celebrates the stories and watches that live up to our 'Built Different' ethos. A true synergy and alignment in the values G-SHOCK and Central Cee stand for have made this possible and we look forward to rolling out the new campaign across the UK and Europe."*

G-SHOCK is launching a campaign to celebrate this collaboration and extend the "Built Different" series, which has grown in the last few years. This campaign will highlight the unique stories of the people and the products that make G-SHOCK unique, living across digital platforms as well as physical OOH elements. A video will form a vital part of the campaign, leaning into Central Cee's journey as a G-SHOCK wearer from unknown kid to global star.

Excitingly, this partnership will announce and reveal the all-new GM-2110 timepiece collection launching 26th of September. It features a metal octagonal bezel, sophisticated stainless steel metal band, multiple coloured dial options, effortlessly combining style and function. Several iconic and favourite models also take the spotlight, including an iteration of Central Cee's favourite, the classic DW-6900U. Furthermore, the GA-2100, GM/GBM-2100, GMW-B5000, GW-M5610U, GMC-B2100 and DW-5600 timepieces are featured styles.

Stay tuned for more updates on this exciting partnership and upcoming campaign.

<https://gshock.casio.com/de>

For more information, please contact: **YOUR CONTACT**

## **About G-SHOCK**

### **THE TOUGHEST WATCH OF ALL TIME**

Born from a dream of "creating a watch that never breaks" in 1983, CASIO engineer Kikuo Ibe won the battle against the laws of nature. He designed a watch that would resist centrifugal and impact forces, as well as high water pressure. Over 40 years on and 130 million units sold globally - the name G-SHOCK has become a byword for independence, pushing the limits and never giving up. Today G-SHOCK traverses a wide customer base being worn & trusted by individuals in popular culture globally including the world of fashion, sport, music, art & the military.